



**18TH NATIONAL
CONFERENCE ON
CHRONIC DISEASE
PREVENTION
AND CONTROL**

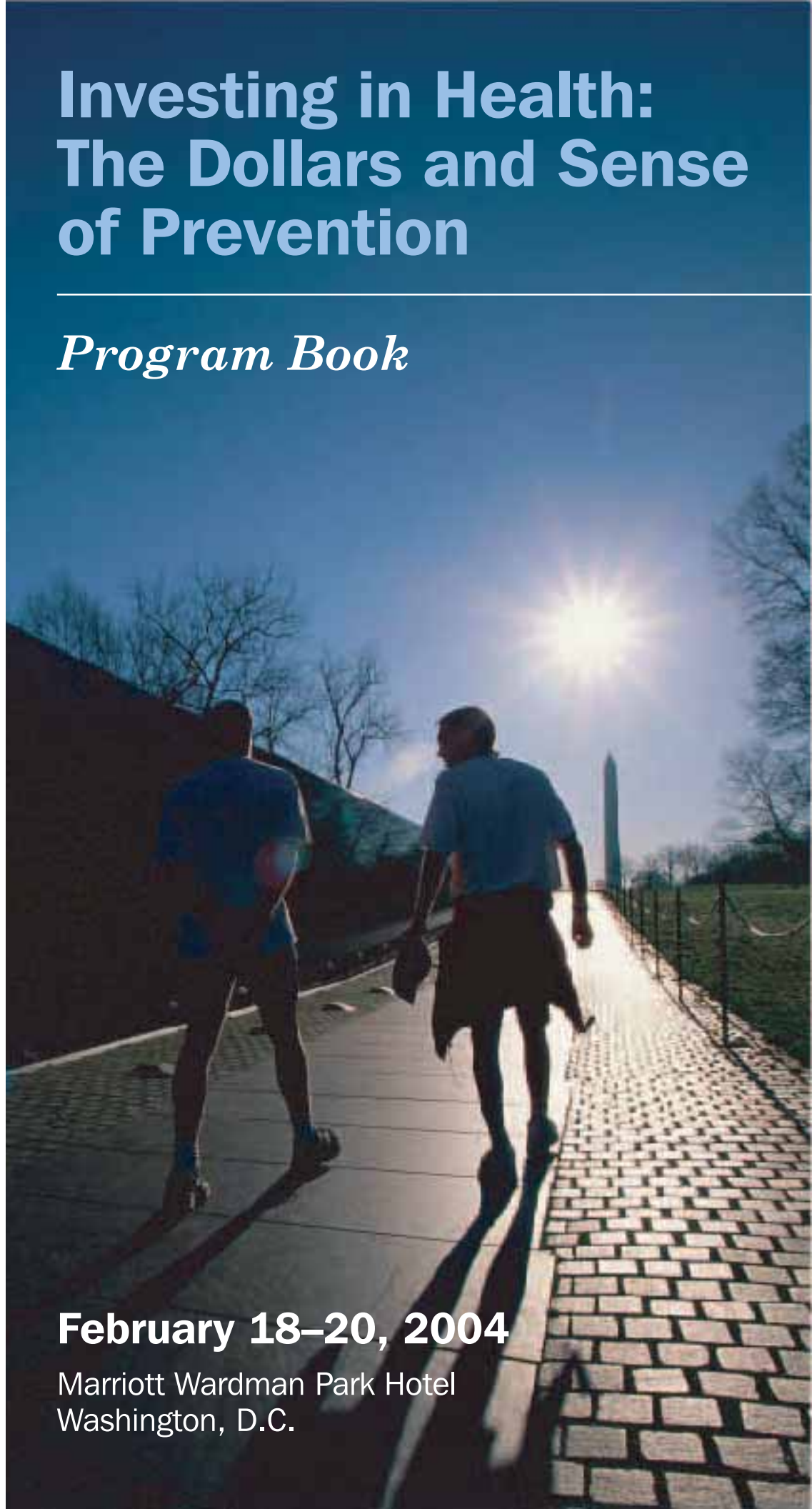


**Prevention Research
Centers Program**



Investing in Health: The Dollars and Sense of Prevention

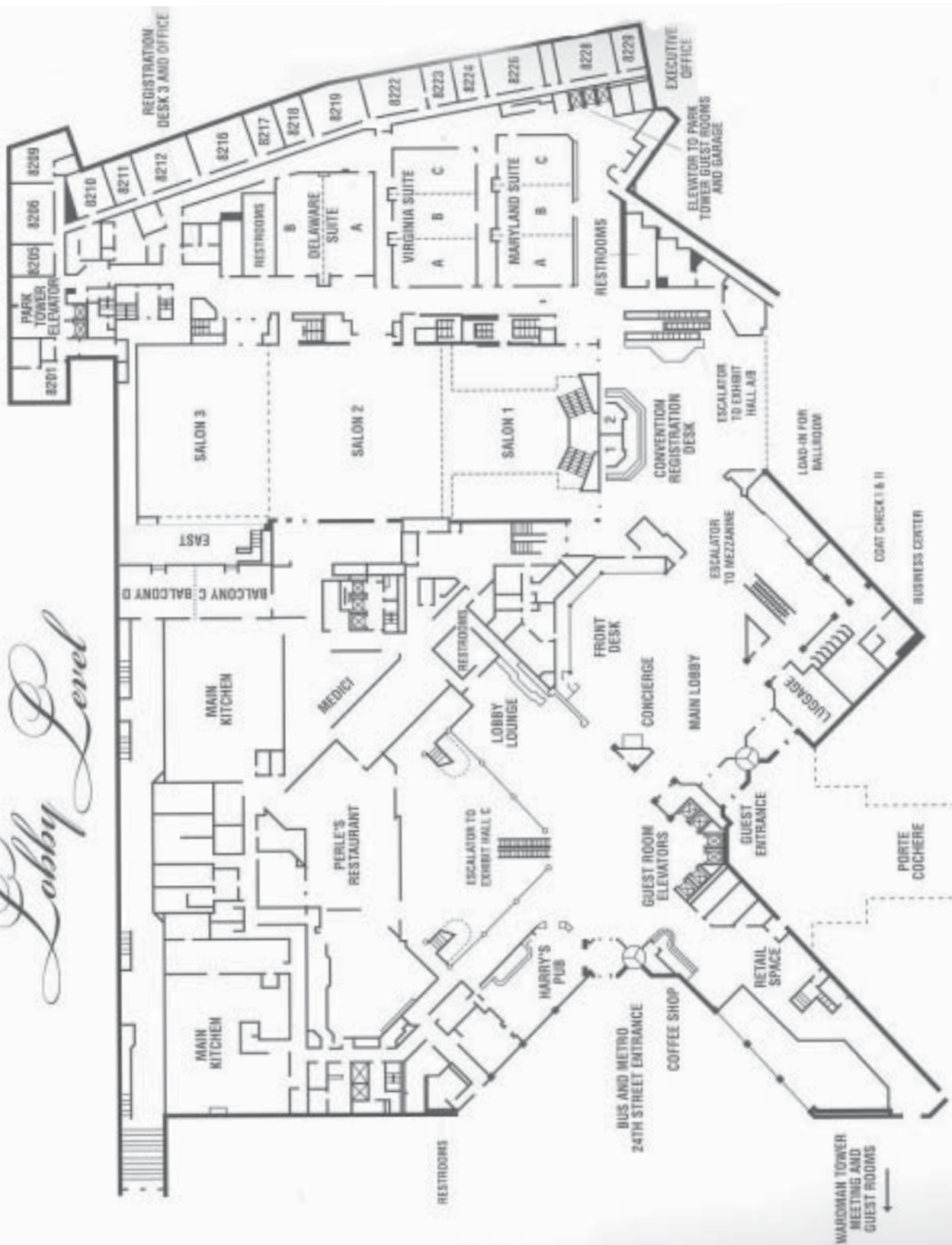
Program Book

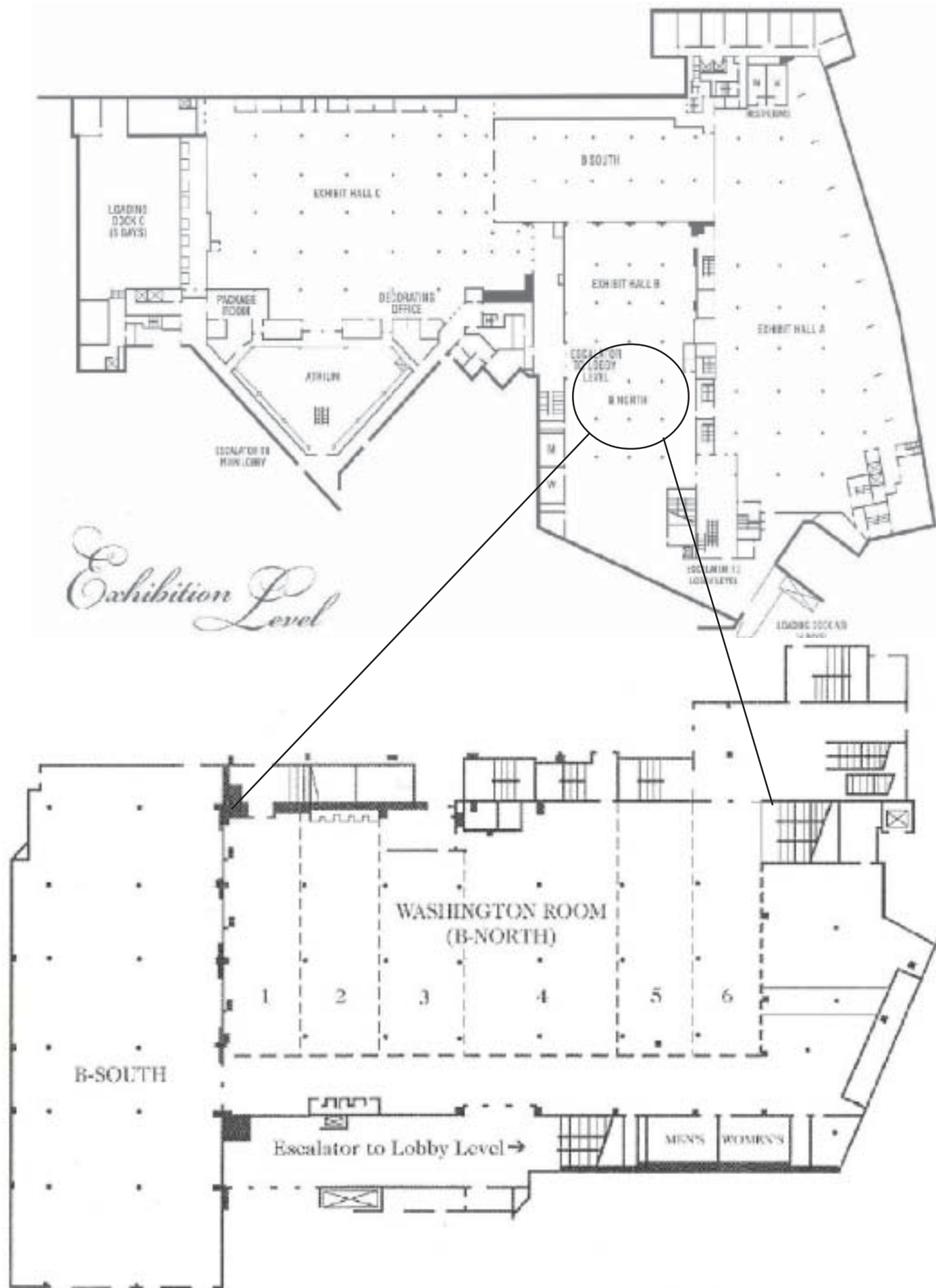


February 18–20, 2004

Marriott Wardman Park Hotel
Washington, D.C.

Lobby Level







conference at-a-glance

Monday, February 16, 2004

1:00 p.m. — 9:30 p.m. Ancillary Meetings

Tuesday, February 17, 2004

8:00 a.m. — 6:30 p.m. Ancillary Meetings

2:00 p.m. — 7:00 p.m. Registration Opens Atrium

4:30 p.m. — 6:30 p.m. Walking Tours: Meet at the Welcome Table at 4:30 p.m. Atrium

Wednesday, February 18, 2004

6:30 a.m. — 7:30 a.m. Start the Day with Healthy Activities Atrium

6:30 a.m. — 8:00 a.m. Ancillary Meetings

7:00 a.m. — 5:30 p.m. Registration Atrium

7:30 a.m. — 8:30 a.m. Continental Breakfast - Exhibits Open Exhibit Hall

9:00 a.m. — 10:30 a.m. **Opening Plenary** Marriott Ballroom

10:30 a.m. — 11:00 a.m. Break and Refreshments - Exhibits Open Exhibit Hall

11:00 a.m. — 12:00 p.m. **Award Presentation:** Marriott Ballroom
The Fries Prize for Improving Health

12:00 p.m. — 1:30 p.m. Lunch on Your Own/Networking - Exhibits Open
Poster Presentations with Authors Exhibit Hall
Walking Tour: Meet at the Welcome Table Atrium

1:30 p.m. — 3:00 p.m. **Concurrent Sessions**

- From Concept to Action: Elements of a Successful Public Education Campaign — Lessons Learned from the American Legacy Foundation Delaware A
- Eliminating Health Disparities: Promising Practices in Chronic Disease Prevention Delaware B
- Teaming Up for Prevention: Advocates, Public Health Professionals, and Policy Makers in Action Virginia A
- Healthy Aging Promotion Among Adult and Aging Populations Virginia B
- Emerging Issues in Chronic Disease Virginia C
- Communities Combating Chronic Disease: The Kate B. Reynolds SELF Improvement Program Maryland A
- Healthy Solutions for Business Groups Marriott Ballroom
- Partnering with Business to Combat Obesity Maryland B

1:30 p.m. — 3:00 p.m.

Concurrent Sessions, Continued

- Evidence-Based Public Health: Putting Science into Practice Maryland C
- Hearts N' Parks Marriott Balcony C
- Depression as a Comorbidity in Chronic Diseases: Session 1—Prevalence and Detection Marriott Balcony D

3:00 p.m. — 3:30 p.m.

Break and Refreshments - Exhibits Open Exhibit Hall

3:30 p.m. — 5:00 p.m.

Concurrent Sessions

- Depression as a Comorbidity in Chronic Diseases: Session 2—Public Health Interventions Delaware A
- Translating Research into Practice Delaware B
- School-Based Health Promotion Programs Virginia A
- Research and Evaluation Methods for Chronic Disease Prevention Initiatives Virginia B
- Ask the Experts: How to Make Your Voice Heard Above the Clatter Virginia C
- Orientation to CDC's NCCDPHP, the CDD, and the PRCs Maryland A
- Shaping the Future of Public Health Marriott Ballroom
- Community-Based Participatory Research and Practice: Methods, Funding, and Dissemination Maryland B
- Affecting Environmental, Systems, and Policy Changes for Obesity Prevention and Control Maryland C
- Results-Driven Strategic Marketing and Communications: The American Heart Association's New Public Health Education Campaign Marriott Balcony C
- Health Disparities in the 21st Century Marriott Balcony D

5:30 p.m. — 7:30 p.m.

Reception

Atrium and Exhibit Hall

Thursday, February 19, 2004

6:30 a.m. — 7:30 a.m.	Start the Day with Healthy Activities	Atrium
6:30 a.m. — 8:00 a.m.	Ancillary Meetings	
7:00 a.m. — 5:30 p.m.	Registration	Atrium
7:30 a.m. — 8:30 a.m.	Continental Breakfast - Exhibits Open	Exhibit Hall
8:30 a.m. — 9:45 a.m.	Plenary Presentation: <i>Economic Impact of Health: Lessons Learned Across the Spectrum</i>	Marriott Ballroom
9:45 a.m. — 10:00 a.m.	Award Presentation: <i>Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control and the Legislator of the Year Award Presentations</i>	Marriott Ballroom
10:00 a.m. — 10:30 a.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
10:30 a.m. — 12:00 p.m.	Concurrent Sessions <ul style="list-style-type: none"> Alliances for Policy Action: Collaborative Advocacy Efforts of the American Cancer Society, American Diabetes Association, and American Heart Association Creating Effective Partnerships and Linkages to Promote Healthy Living Policy, Research, and Programmatic Perspectives in Chronic Disease CDC's School Health Index: Implementing Changes in the Third Edition Partnering for a Global Approach to Chronic Disease Prevention and Health Promotion Current Trends in Complementary and Alternative Medicine as Tools for Prevention and Treatment of Chronic Diseases Determining Program Priorities of Best Practices Components for Comprehensive State Tobacco Control Programs During Major Funding Challenges Food Marketing Aimed at Children An Update on the <i>Steps to a HealthierUS</i> Program Public Health Research Extramural Program: Mechanisms, the Application Process, and Peer Review Methods and Measurements Used in Estimating the Economic Cost of Chronic Disease Prevention and Control Programs 	Delaware A Delaware B Virginia A Virginia B Room 8206 Virginia C Maryland A Maryland B Marriott Ballroom Marriott Balcony C Marriott Balcony D

12:00 p.m. — 2:00 p.m.

12:15 p.m. — 1:45 p.m.

12:30 p.m. — 1:30 p.m.

2:00 p.m. — 3:30 p.m.

Lunch on Your Own/Networking - Exhibits Open

Exhibit Hall

SPECIAL SESSION

A Status Update: CDC's Futures Initiative

Marriott Ballroom

Roundtable Presentations

Washington Ballroom

The Gold Medal Legacy Mile

National Zoological Park

Concurrent Sessions

- Higher Education and State Health Departments Collaborative Delaware A
- Factors Associated with Policy Implementation and the Use of Policy as Intervention Delaware B
- Partnering with Schools to Promote Nutrition and Physical Activity Virginia A
- Leadership and Partnership Virginia B
- You Thought They Would Never Change? Effective Strategies for Older Adult Healthy Lifestyles Virginia C
- Payoffs of Participatory Approaches for Evaluation and Program Planning: Examples from CDC Marriott Balcony D
- The Diabetes Detection Initiative: Finding the Undiagnosed Maryland A
- A Public Health Action Plan to Prevent Heart Disease and Stroke: Galvanizing and Mobilizing the Nation Marriott Ballroom
- Identifying and Eliminating Disparities: A Pilot Process for Success Maryland B
- Turning Formative Research Results into Social Marketing Strategies Maryland C
- Better Logic Models Through Program Theory and Use of Theoretical Frameworks Marriott Balcony C
- Research Translation: Principles and Practice Washington 3

Break and Refreshments - Exhibits Open

Exhibit Hall

Concurrent Sessions

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- Identifying and Reducing Health Disparities Delaware B
- Heart-Healthy and Stroke-Free: Making the Business Case to Employers/Purchasers for Preventing Heart Disease Marriott Ballroom
- Utilizing Research to Create Environmental and Policy Change in Diverse Communities Virginia A
- Shaping a National Research Agenda: The Cancer Prevention and Control Research Network Virginia B
- The VERB™ Campaign: First Year Evaluation Findings and Phase Two Activation Strategies and Partnerships Marriott Balcony C

3:30 p.m. — 4:00 p.m.

4:00 p.m. — 5:30 p.m.

4:00 p.m. — 5:30 p.m.	Concurrent Sessions, Continued <ul style="list-style-type: none"> Thinking Like a Marketer: Message Design Making Sense of Physical Activity Prevalence Estimates Understanding and Evaluating Economic Studies for Informed Decision-Making Research Utilization: Findings from Prevention Research Promoting the Use of Tools for Schools 	Virginia C Maryland A Maryland B Maryland C Marriott Balcony D
5:30 p.m. — 7:30 p.m.	Walking Tours: Meet at the Welcome Table at 5:30 p.m.	Atrium
6:00 p.m. — 10:00 p.m.	Ancillary Meetings	

Friday, February 20, 2004

6:30 a.m. — 7:30 a.m.	Start the Day with Healthy Activities	Atrium
6:30 a.m. — 8:00 a.m.	Ancillary Meetings	
7:00 a.m. — 10:30 a.m.	Registration	Atrium
7:30 a.m. — 8:30 a.m.	Continental Breakfast - Exhibits Open	Exhibit Hall
8:30 a.m. — 10:00 a.m.	Concurrent Sessions <ul style="list-style-type: none"> Cost-Effective Community-Based Strategies for Screening and Reducing Cardiovascular and Diabetes Risk Factors Among African Americans in Faith-Based Environments Healthy Behaviors and Quality of Life: Lessons Learned in Diabetes Care, Metabolic Syndrome, and Mental Health Health Promotion Program Examples Highlighting Social Marketing Effective Partnerships to Promote Health in Different Settings Using Social Marketing Techniques to Promote Healthy Living SMART BRFS: Putting It to Work for You Chronic Disease Epidemiology Mentoring Program Writing SMART Objectives Using Surveillance Data Building and Sustaining Partnerships: Lessons from Comprehensive Cancer Control 	Delaware A Delaware B Virginia A Virginia B Virginia C Maryland A Maryland B Maryland C Marriott Balcony C
10:00 a.m. — 10:30 a.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
10:30 a.m. — 11:30 a.m.	Plenary Presentation: Infrastructure Investments for Physical Activity in Communities	Marriott Ballroom
11:30 a.m. — 12:00 p.m.	Closing Remarks	Marriott Ballroom



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general information

Conference Highlights

Prevention makes sense, but comes at a cost in dollars. If an ounce of prevention is worth a pound of cure, what is a dollar of prevention truly worth? The following subthemes served as a framework for conference planning and are touchstones for effective public health action:

- Communicating with policy makers
- Creating policy and environmental change
- Social marketing and communications
- Eliminating health disparities
- Creative partnering
- Emerging issues in chronic disease
- Healthy behaviors and quality of life at every age
- Translating research to practice
- Research and evaluation methods for chronic disease prevention initiatives

Plenary Highlights

Day 1

Opening Plenary

Secretary of Health and Human Services Tommy G. Thompson will launch the conference by comparing the enormous opportunities for prevention in health care to the staggering costs of direct medical services. Displaying the bold new initiative from his office, *Steps to a HealthierUS*, the Secretary will describe his commitment to prevention through effective programs and policy changes in his administration. This approach to prevention has heralded a new health model for policy makers, health communities, and the public to collectively support a health care system where diseases are prevented when possible, controlled when necessary, and treated when appropriate. The result is a shift in allocation from treating diseases to preventing disease and promoting health.

The Fries Prize

Kenneth E. Fries, Esquire, Healthtrac Foundation, will present the 2004 Fries Prize to P. Roy Vagelos, MD, former CEO of the research-based health care company Merck & Co. Dr. Vagelos led the effort for Merck's donation of its new breakthrough medicine to treat river blindness to all who needed it. As a result, river blindness has been virtually eliminated, and over 30 million people have been treated. Dr. Vagelos exemplifies corporate responsibility—doing well by doing good. Dr. Vagelos is also a researcher in his own right who has had a substantial impact on the management of chronic disease.

Day 2

Economic Impact of Health: Lessons Learned Across the Spectrum

In the face of rising health care costs, chronic disease prevention is more critical today than ever before. This plenary will give attendees new ways to address many of the funding and messaging challenges they face in their states and communities. A distinguished panel of speakers will discuss the lessons they've learned about working to improve population health. They will provide specific guidance from their respective fields for advocating for and establishing health care funding priorities in business and workforce management, state government, legislative and policy issues, and foundations.

Following the plenary, the Chronic Disease Directors will present the Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control and the Legislator of the Year Award. The Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control is given to an individual outside the traditional public health field who has made outstanding contributions in the field of chronic disease. The Chronic Disease Directors (CDD) presents the award annually, honoring the memory of Joseph W. Cullen, PhD. Dr. Cullen served as Deputy Director of the Division of Cancer Prevention and Control and is known as the architect of the National Cancer Institute's Smoking and Tobacco Control Program (STCP). An inspiration to all who knew him, Dr. Cullen represented public service at its best. His untimely death in November 1990 represented a loss to his colleagues and to the United States' public health field.

Day 3

Plenary: Infrastructure Investments for Physical Activity in Communities

Mark Fenton, host of the PBS series "America's Walking" and author of *The Complete Guide to Walking for Health, Weight Loss, and Fitness* (Lyons Press, 2001) and other books, is an entertaining, persuasive, and knowledgeable walking advocate, and one of the nation's foremost experts on walking. Mark studied the biomechanics of walking at the Massachusetts Institute of Technology (MIT), then worked as manager of research engineering at Reebok for 3 years. As editor-at-large of *WALKING Magazine*, he became known as a speaker and motivator on public health and fitness issues.

Conference Goals

- Enhance and expand the knowledge of science-based and effective program interventions in the field of chronic disease prevention and control.
- Provide enriched opportunities for information exchange, discussion, and capacity building for chronic disease prevention and control professionals.
- Increase understanding of the role of health economics in chronic disease prevention and control.

Conference Objectives

The conference will provide multiple opportunities for attendees to increase their knowledge and skills to:

- Incorporate cost-effective approaches to reduce the burden of chronic disease.
- Integrate cutting-edge research and research methods into federal, state, and local programs.
- Apply proven prevention strategies from research and evaluation and from identified best practices.
- Increase capacity for cultural competence and working with diverse populations.
- Develop new working relationships between and among federal, state, and local health departments, voluntary health agencies, faith-based organizations, community organizations, and professional organizations.
- Build and strengthen coalitions and partnerships.

Other Conference Highlights

- Depression as a Comorbidity in Chronic Diseases
- Chronic Disease Epidemiology Mentoring Program
- Latest Advances in Complementary and Alternative Medicine
- Shaping the Future of Public Health
- Workplace Solutions
- Orientation to CDC's NCCDPHP, the CDD, and the PRC
- A Status Update: CDC's Futures Initiative, Including Directions in the National Centers for Chronic Disease Prevention and Health Promotion
- Understanding and Evaluating Economic Studies for Informed Decision Making
- More than 200 research and programmatic sessions, posters, roundtables, and skills training sessions
- Abundant opportunities to earn continuing education credits

Conference Cost

Early Registration (including payment and form by January 16, 2004)	\$195
Regular or On-Site Registration	\$250
Student Registration	\$ 80

Please wear your name badge at all times.

Payment Method

For payment of fees, CDD will accept payment by corporate agency, personal check, purchase order, **VISA, MasterCard, or American Express**. Payment *must* be included with your registration form. Registration includes all materials, access to sessions and exhibits, continental breakfasts and breaks each day, and the Wednesday evening reception.

Participant Substitutions

Substitutions must be made in writing. Prior to January 30, 2004, any name change substitutions will be free of charge and should be faxed to Jayme Washam at (703) 610-9005 including the names of original registrant and the replacement. Substitutions after January 30, 2004, may be made for a \$75 administrative fee and will be handled on-site. Registration is only transferable within an organization.

Cancellations

Cancellations received in writing by close of business **January 30, 2004**, will be refunded, minus a \$75 administrative fee. No refunds will be provided for cancellations received after **January 30, 2004**.

Continuing Education Credits

Continuing Education Credit will be offered for various professions based on 14.75 hours of instruction. Credit will be given only to those who attend sessions and complete required documentation. Participants can receive continuing education credits by completing the evaluation booklet included with the conference materials. We thank the Rollins School of Public Health of Emory University for its help in securing continuing education credits for attending professionals. There is no additional charge for continuing education credit.

Hotel Reservation Information

The conference hotel is the Marriott Wardman Park Hotel, 2660 Woodley Road, NW, Washington, D.C. 20008, Telephone: (202) 328-2000 or (202) 328-2983 (reservations), fax for reservations only: (202) 387-5397, Guest Fax (for faxes to participants): (202) 234-0015.

We have blocked rooms for this meeting at the following rates:

- Single Occupancy: (exclusive of taxes) is at the prevailing federal government per diem (subject to change), currently \$150.00.
- Double Occupancy: (exclusive of taxes) is based upon the prevailing federal government per diem (subject to change) plus \$30.00, currently \$180.00.

Reservations must be made directly with the hotel no later than January 23, 2004, to ensure room availability and to receive the conference room rate.

To receive the conference room rate, you must inform the hotel reservation staff that you are calling for the group rate for the **Chronic 2004 Conference**.

All reservations must be guaranteed with a first night's deposit, which will be charged against your credit card (refundable up to 72 hours in advance of the conference date). Be sure to request a nonsmoking room if desired. In the event of a cancellation less than 72 hours before arrival, this deposit will be forfeited. If you cancel your reservation, make sure you receive a cancellation number. Check-in time begins at 3:00 p.m. Check-out time is 12:00 p.m.

Travel Arrangements

Executive Travel Associates (ETA), the official travel agency for the 18th National Conference on Chronic Disease Prevention and Control, is negotiating discounted airfares for all meeting attendees with Delta and American Airlines.

To reserve your flight, you can reach ETA by e-mail at krosnick@exctravel.com or on their toll-free number at (800) 992-9830 between the hours of 9:00 a.m. and 4:30 p.m. (EST). When requesting reservations or information, please refer to Meeting Code 2009PPA.

Ground Transportation

The hotel is located about 20 minutes from Reagan National Airport (and just steps from the Metro stop). Round trip shuttle service on the Super Shuttle is \$20 from Reagan National Airport and \$42 from Dulles; one way from Reagan National Airport is \$10 and \$21 from Dulles. Taxi fare is about \$35 one way from Reagan National Airport and \$45 one way from Dulles. The Metro is \$3, and the hotel is located within a block of the Woodley Park - Zoo/Adams Morgan station on the Red Line.

Conference Check-In

The conference registration and information desk, located on the Convention Lobby Area, will be open the following hours during the week of the conference:

- Tuesday, February 17, 2004
2:00 p.m. to 7:00 p.m.
- Wednesday, February 18, 2004
7:00 a.m. to 5:30 p.m.
- Thursday, February 19, 2004
7:00 a.m. to 5:30 p.m.
- Friday, February 20, 2004
7:00 a.m. to 10:30 a.m.

Exhibits

Tour the exhibits to find the latest in educational materials, media, and computer software. If your organization would like to exhibit at the conference, contact Jayme Washam at (703) 610-0265 or e-mail: JWasham@ChronicDisease.org.

Other Activities

Many exciting, entertaining, and healthy activities are planned for the conference in Washington, D.C. In addition to early morning aerobic exercise each day, extensive exercise and fitness equipment will be available at the hotel for conference participants and guests.

The Gold Medal Legacy Mile will be featured on Thursday, February 19, 2004, at the National Zoo during the lunch break. The Gold Medal Legacy Mile is sponsored by Accusplit, Inc. and the Utah Department of Health. Special commemorative Gold Medal Legacy Mile pins will be offered to the first 300 participants.

Walking and jogging opportunities will be available on the Rock Creek Park jogging paths adjacent to the conference hotel. Details about these and other attractions and events will be available at the Welcome Table staffed by the District of Columbia Health Department.

Special Activities

Continental Breakfasts and Breaks

CDD will host continental breakfasts each morning as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

Reception

A reception to welcome all conference participants will be held Wednesday, February 18, 2004, from 5:30 p.m. to 7:00 p.m. at the hotel. Don't miss this opportunity to network with colleagues.

Other Places of Interest

Adams Morgan Neighborhood:

Centered on 18th Street and Columbia Rd, NW, Adams Morgan is synonymous with entertainment and diverse dining. Ethnic restaurants, nightclubs, and bars line the two streets filled with vibrant Latino and African communities that lend an international flavor to this electric neighborhood.

Dupont Circle Neighborhood:

The hub of cosmopolitan Washington. Victorian row houses and Beaux-Arts mansions have been restored to house embassies, international restaurants, art galleries, and museums. Some museums include The Phillips Collection, the Woodrow Wilson House, the Textile Museum and the National Geographic Society's Explorers Hall. Just a quick walk down Connecticut Avenue, culture and entertainment collide on the circle at the many cafes and shops.

Georgetown:

Once a thriving colonial port, Georgetown is now a prime example of an intact historical community. Centered on Wisconsin and M Streets, NW, the community is most renowned for shopping, dining, and nightlife as well as the university that shares its name. Dumbarton House, Tudor Place Historic House and Garden, the C&O Canal, Old Stone House, and Dumbarton Oaks represent the area's history beyond the boutiques and antique shops.

Capitol Hill:

Bustling with fabulous restaurants and cafes, shops, and galleries, Capitol Hill is the place to dine, shop, and even celebrity-spot. Hill attractions include the Botanic Gardens, the Capitol Building, the House of Representatives, the Supreme Court, the Library of Congress, and the Smithsonian Museums.

Old Town Alexandria:

Once a principal colonial trading center and port, Alexandria's "Old Town," which is almost 50 years older than the city of D.C., is one of America's most historic communities. With over 200 restaurants and pubs in a 15-block radius, there's something for everyone.

Arlington National Cemetery:

America's largest national burial ground, with more than 600 acres of landscaped hills. Among the thousands of white headstones are the graves of President John F. Kennedy and the Tomb of the Unknowns. Open daily 8 a.m. - 5 p.m. Free admission. Metro Arlington Cemetery. <http://www.arlingtoncemetery.net>.

Metrorail is the safest, cleanest, and most efficient way to get around D.C. Train lines are named for colors: red, yellow, blue, green, and orange. Metro opens at 5:30 a.m. Mon–Fri and 8:00 a.m. on Saturday and Sunday. Metro closes at midnight Sunday through Thursday and 2:00 a.m. Friday and Saturday. <http://www.wmata.com>.

For more information about Washington, D.C., visit <http://www.washington.org>.

Healthy Activities Guide

Welcome to Washington, D.C.!

Throughout your stay, staff from the Washington D.C. Department of Health, Bureau of Chronic Disease Prevention and Control will be readily available to answer questions and help make your visit memorable. Just look for the “**Welcome to Washington, D.C.**” table.

Washington, D.C., and its surrounding jurisdictions, is a fascinating, cosmopolitan area offering the best in educational, cultural, dining, and entertainment attractions. As the nation's capital and the hub of political, economic, and social activity touching all parts of the world, the District is host to many stellar features not found anywhere else.

The Conference Committee has provided opportunities throughout the 18th National Conference on Chronic Disease Prevention and Control that intertwine the attractions of this metropolis with participation in healthy endeavors. For example, there will be a Gold Medal Legacy Mile event held at the National Zoo, which is in close proximity to the conference hotel, and which is lauded for its one-of-a-kind exhibits. The rare giant pandas, Mei Xiang and Tian Tian, will be there for viewing, and their friend, the panda mascot for the Zoo, will also be there to encourage walkers on their mile course through zoo terrain.

Walking tours of some of the city's museums and memorials are scheduled to be led by National Park Service rangers, who will share little-known historical facts, and will give participants another chance to stretch those calf muscles and energize their cardiovascular systems.

Fitness fun can be had at every turn, with aerobics scheduled for each morning of the conference and other wellness/physical fitness activities sponsored throughout the day. A full-service fitness gym is on-site, and nearby Rock Creek Park provides a beautiful, scenic backdrop for walking or jogging (but go with a partner or group, please!).

These are just a few highlights of what you can enjoy while you are here. We are excited about all that the city and conference has to offer you throughout your visit, so be sure to check the complete listing of conference healthy activities, and preregister for those that you find appealing.

Additionally, an extra incentive to partake in the conference healthy activities comes in the form of prizes! You are eligible to win a prize based on the number of healthy activities in which you engage and the nutritional guidelines that you follow. You accrue points, and then, based on points, you may be entered into prize drawings. The procedures below explain how you can be a winner!

- 1) Use the “*Food and Fitness Log*” that is printed on the back cover of this Conference program guide.
- 2) Be honest and accurate – total your points each day and then provide the grand total.

- 3) Turn in your completed *Food and Fitness Log* by **8:00 a.m., Friday, February 20, 2004, in the designated bins**. Winners will be announced at the closing plenary session on Friday.

Prizes include gift certificates for Saucony shoes (renowned manufacturer of fitness shoes and apparel), free 3-month memberships to Gold's Gym, and other great items. If you cannot attend the closing plenary session, and you are a winner, you will be notified according to the contact information given on your *Food and Fitness Log*.

So... Get Motivated...Get Invigorated... and Have Fun!

Conference Healthy Activities

Event/Activity	Location	Date	Time	Cost
Food & Fitness Log	Use daily throughout the Conference.	Tuesday— Friday 2/17/04 to 2/20/04	Form due by 8:00 a.m., Fri. 2/20/04	Free. Can win prizes.
Aerobics	Atrium	Wednesday— Friday 2/18 –2/20	6:30 a.m.— 7:15 a.m.	Free.
Walking Tours	Groups are to take the subway (Woodley Park Metro)			
Tour A	Franklin Roosevelt Memorial - Tour participants should meet at the Welcome table at 4:30 p.m.	Tuesday 2/17/04	4:30–6:30 p.m.	Free except for subway (Metro) cost. Space is limited.*
Tour B	Lincoln, Vietnam and Korean War Memorials. Tour participants should meet at the Welcome table at 4:30 p.m.	Tuesday 2/17/04	4:30–6:30 p.m.	Same as above.
Tour C	Rock Creek Park	Wednesday 2/18/04	Noon–1:30 p.m.	Free. Space is limited.*
Tour D	Franklin Roosevelt Memorial. Tour participants should meet at the Welcome table at 5:30 p.m.	Thursday 2/19/04	5:30–7:30 p.m.	Free except for subway (Metro) cost. Space is limited.*
Tour E	Lincoln, Vietnam and Korean War Memorials. Tour participants should meet at the Welcome table at 5:30 p.m.	Thursday 2/19/04	5:30-7:30 p.m.	Same as above.
Gold Medal Legacy Mile	National Zoo	Thursday 2/19/04	12:30–1:30 p.m.	Free.
Fitness Center	Marriott Wardman Park Hotel, Mezzanine level, Main bldg.	Tuesday— Friday 2/17/04- 2/20/04	6:00 a.m.— 11:00 p.m.	Free for hotel guests.
Ice Skating-Sculpture Garden Ice Rink, National Gallery of Art	7 th and Constitution Ave. NW (202) 289-3360	Tuesday— Friday 2/17/04- 2/20/04	Mon. - Sat.: 10 a.m.–11 p.m., Sun: 11 a.m.–9 p.m.	\$6 for Adults, Locker rental, \$.50, Locker deposit, \$.00, Skate rental, \$2.50 (need I.D.)



program events

Monday, February 16, 2004

1:00 p.m. — 9:30 p.m.	Ancillary Meetings	See Page 101
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Tuesday, February 17, 2004

8:00 a.m. — 6:30 p.m.	Ancillary Meetings	See Pages 101-102
2:00 p.m. — 7:00 p.m.	Registration Opens	Atrium
4:30 p.m. — 6:30 p.m.	Walking Tours: Meet at the Welcome Table at 4:30 p.m.	Atrium

Wednesday, February 18, 2004

6:30 a.m. — 7:30 a.m.	Start the Day with Healthy Activities	Atrium
6:30 a.m. — 8:00 a.m.	Ancillary Meetings	See Page 103
7:00 a.m. — 5:30 p.m.	Registration	Atrium
7:30 a.m. — 8:30 a.m.	Continental Breakfast - Exhibits Open	Exhibit Hall
10:30 a.m. — 11:00 a.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
12:00 p.m. — 1:30 p.m.	Lunch on Your Own/Networking Exhibits Open Walking Tour: Meet at the Welcome Table	Exhibit Hall Atrium
3:00 p.m. — 3:30 p.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
5:30 p.m. — 7:30 p.m.	Reception	Atrium and Exhibit Hall



wednesday february 18, 2004

Opening Plenary

9:00 a.m. - 9:30 a.m.

Welcoming Remarks

Marriott Ballroom

Presenter/Speaker

James S. Marks, MD, MPH

Centers for Disease Control and Prevention

9:30 a.m. - 10:30 a.m.

Plenary Presentation

Investing in Health: The Dollars and Sense of Prevention

Marriott Ballroom

Moderator

James S. Marks, MD, MPH

Centers for Disease Control and Prevention

Presenter/Speaker

Secretary Tommy G. Thompson

U.S. Department of Health and Human Services

Secretary of Health and Human Services Tommy G. Thompson will launch the conference by comparing the enormous opportunities for prevention in health care to the staggering costs of direct medical services. Displaying the bold new initiative from his office, *Steps to a HealthierUS*, the Secretary will describe his commitment to prevention through effective programs and policy changes in his administration. This approach to prevention has heralded a new health model for policy makers, health communities, and the public to collectively support a health care system where diseases are prevented when possible, controlled when necessary, and treated when appropriate. The result is a shift in allocation from treating diseases to preventing disease and promoting health.

11:00 a.m. - 12:00 noon

Award Presentation
Fries Prize for Improving Health

Marriott Ballroom

Moderator
Ed Thompson, MD, MPH
Centers for Disease Control and Prevention

Presenter/Speaker
Kenneth E. Fries, JD, MCL
Healthtrac Foundation

Award Recipient
P. Roy Vagelos, MD
Former Chair and CEO of Merck & Co.

The 2004 Fries Prize will be presented to P. Roy Vagelos, MD, former CEO of the research-based health care company Merck & Co. In 1987, Dr. Vagelos led the effort for Merck's donation of its new breakthrough medicine to treat river blindness to all who needed it. As a result, river blindness has been virtually eliminated, and over 30 million people have been treated. Dr. Vagelos exemplifies corporate responsibility—doing well by doing good—and is also a researcher in his own right who has had a substantial impact on the management of chronic disease. He will address two chronic diseases—coronary heart disease and river blindness—that have been dramatically improved by pharmaceutical products. He is an advocate for using drugs in both developed and developing countries to target specific causes of disease.

Poster Presentations

12:00 noon - 1:30 p.m.

Poster Presentations with the Authors

Exhibit Hall

- (P-01) **Ambulatory Care Visits for Obesity, United States, 2001**
Linda McCaig, National Center for Health Statistics
- (P-02) **Applications of Geographic Information Systems (GIS) Techniques in Community Food Assessment**
Deepa Varadarajulu, New York State Department of Health
- (P-03) **Arthritis and Co-Existing Chronic Medical Conditions**
Richard Bullough, Utah Department of Health/Arthritis Program
- (P-04) **Arthritis Prevalence and Cost in a Large Managed Care Organization, New Mexico**
Susan Baum, New Mexico Department of Health
- (P-05) **Awareness and Use of Arthritis Community Resources in Missouri**
Debra Braby, Heartland Health/Arthritis and Osteoporosis Center
- (P-06) **Blood Mercury Levels in Frequent Consumers of Locally Caught Fish in Louisiana**
Angela Machen, Tulane Health Sciences Center
- (P-07) **Bringing Groceries into Underserved Neighborhoods: A Policy Case Study**
Delores Pluto, University of South Carolina
- (P-08) **Can Speaking with a Nurse by Telephone Affect a Caller's Workplace Productivity or Emotional Well-Being?**
Marcie Parker, Optum (a division of United HealthCare Corp)
- (P-09) **Caregiver-Reported Control of Asthma and Undertreatment Among Children in Buffalo, New York**
Jamson Lwebuga-Mukasa, Kaleida Health- Buffalo General Hospital, SUNY at Buffalo
- (P-10) **Characteristics of Overweight and Obese Adults with Arthritis in the District of Columbia, 2001**
LaVerne Jones, District of Columbia Department of Health
- (P-11) **Collective Efficacy and Body Mass Index: Neighborhood-Level Associations**
Deborah Cohen, RAND
- (P-12) **Correlates of Physical Activity for Adults with No, Moderate, or Severe Disability**
Sarah Boslaugh, Saint Louis University School of Public Health

wednesday february 18, 2004

Poster Presentations

- (P-13) Cost Analysis of a Smoking Cessation Counseling Intervention for Pregnant Women: A Comparison of Three Settings**
M. Olufemi Alao, Centers for Disease Control and Prevention
- (P-14) Developing an Evaluation Framework: Ensuring National Excellence for the Prevention Research Centers Program**
Lynda Anderson, Centers for Disease Control and Prevention
- (P-15) Developing and Using an Independent Facilitator Model to Implement CDC's School Health Index in Michigan Schools**
Nicholas Drzal, Michigan Department of Education
- (P-16) Developing Nevada's Oral Health Surveillance System: Lessons Learned**
Thara Salamone, Nevada State Health Division
- (P-17) Differences in Prevalence, Related Complications, and Health Services Among Diabetic Patients in Puerto Rico**
Zaira Kianes-Perez, Chronic Disease Prevention and Control Division, Puerto Rico Department of Health
- (P-18) Disparities in Cancer Screening Rates and Related Behaviors in Michigan Adults**
May Yassine, Michigan Public Health Institute
- (P-19) Economic Burden of Overweight and Obesity—Texas, 2001**
Margaret McCusker, Centers for Disease Control and Prevention
- (P-20) Effect of an Attended School Yard on Physical Activity of Inner-City Schoolchildren**
Thomas Farley, Tulane University
- (P-21) Effectiveness of a Community-Based Health Promotion and Chronic Disease Management Program for Older Adults**
James LoGerfo, University of Washington
- (P-22) Effectiveness of a Self-Efficacy Exercise Intervention for Minority Older Adults in Urban Settings**
Amanda Vogel, Johns Hopkins Bloomberg School of Public Health
- (P-23) Efficacy of a Pediatric Emergency Department Asthma Clinical Pathway**
Camille Welch, Center for Pediatric Research
- (P-24) Estimating the Economic Burden of Oral Disease in Colorado**
Diane Brunson, Colorado Department of Public Health and Environment
- (P-25) Evaluating Senate Bill 19 Implementation After Coordinated School Health Training in Texas**
Deanna Hoelscher, University of Texas-Houston School of Public Health

Poster Presentations

- (P-26) **Evaluation of Colonoscopy Capacity at Hospitals in New York City**
Jennifer Leng, New York City Department of Health and Mental Hygiene
- (P-27) **Evaluation of Diabetes Collaborative Activities in Missouri: June 2000 Through June 2003**
Jo Anderson, Missouri Department of Health and Senior Services
- (P-28) **Evaluation of the Health and Activity Limitation Index Compared with Other Standard Utility Measures**
Angela Recktenwald, Saint Louis University
- (P-29) **Feeding Infants in Child Care: Government Guidance that Counts**
Donna Blum-Kemelor, Food and Nutrition Service
- (P-30) **Florida Youth Physical Activity and Nutrition Survey for Middle School Students**
Susan Ladd, Florida Department of Health
- (P-31) **Folic Acid: Awareness, Consumption, and Counseling**
Adriane Griffen, Spina Bifida Association of America
- (P-32) **Forming Partnerships to Implement Statewide Guidelines Applied in Practice Project for Acute Myocardial Infarction**
Lynda Blades, Montana Department of Public Health and Human Services
- (P-33) **Health-Related Information on the Web—United States, 2002**
Poola Baasil, Centers for Disease Control and Prevention
- (P-34) **Healthy People 2010 Objectives for Overweight and Physical Activity Among People with Arthritis**
DeAnn Ryberg, Tulane University School of Public Health and Tropical Medicine
- (P-35) **Home to School: Why Don't More Children Walk to School?**
Cathy Ludwig Bell, Saint Louis University School of Public Health
- (P-36) **Impact Evaluation of Kidnetic.com, A Childhood Overweight Prevention Web Site**
Elizabeth Davenport, International Food Information Council Foundation
- (P-37) **Implementing Proactive Policies for Community-Wide Tobacco Cessation Referrals**
Stephen Jennings, Jefferson County Public Health
- (P-38) **Improving Health Outcomes Through Self-Management: A Chronic Disease Self-Management Program**
Nakki Price and Virginia Nodhturft, Veterans Health Affairs

Poster Presentations

- (P-39) **Improving Quality of Care for Hypertensive Patients: Cardiovascular Surveillance Through an Emergency Department Hypertension Registry**
Maleeka Glover, Centers of Disease Control and Prevention
- (P-40) **Index Tool for Developing and Reviewing State Health Plans**
Kathleen Heiden, Centers for Disease Control and Prevention
- (P-41) **Keep Trying: Multiple Phone Attempts Are Necessary for Young Rural Parents in Community-Based Studies**
Michael Elliott, Saint Louis University School of Public Health
- (P-42) **Mapping Questions from Various CDC Surveillance Systems to Healthy People 2010 Indicators: The Data Element Mapping Project**
Akaki Lekiachvili, Centers for Disease Control and Prevention
- (P-43) **Mental Health and the Guide to Community Preventive Services: The Role of the Community, the Family, and the Provider in Improved Management of Major Depression**
Gail Janes, Centers for Disease Control and Prevention
- (P-44) **Moving from Heart Health to Chronic Disease Prevention: Institutionalizing Change and Building Capacity One Step at a Time**
Cynthia Smith, University of Alberta, AFNS
- (P-45) **National Evaluation of Walk to School Program: Design and Initial Findings**
Dianne Ward, University of North Carolina at Chapel Hill School of Public Health
- (P-46) **Older Adult Perspectives on Physical Activity: Voices from Multiple Cultures**
Basia Belza, University of Washington
- (P-47) **Outcomes of a Family-Based Diabetes Control and Prevention Program at the U.S.–Mexico Border**
Nicolette Teufel-Shone, University of Arizona
- (P-48) **Overweight and Obesity in the Community Health Care Setting: Primary Care Provider Documentation**
Paula Doyle, Qualidigm
- (P-49) **Percentages of the Eligible Population Screened Through the National Breast and Cervical Cancer Early Detection Program**
Florence Tangka, Centers for Disease Control and Prevention
- (P-50) **Planning for Evaluation and Evaluation Capacity Building: An Example from Oral Health**
Rene Lavinghouze, Centers for Disease Control and Prevention

Poster Presentations

- (P-51) **Prevalence of Overweight Among 4th-, 8th-, and 11th-Grade Students in Texas, 2000–2001 and 2001–2002**
Deanna Hoelscher, University of Texas-Houston School of Public Health
- (P-52) **Prevalence of Overweight/Obesity and Comorbid Conditions Among U.S. and Kentucky Adults, 2000-2002**
Todd Jenkins, University of Kentucky
- (P-53) **Prevalence of Soda, Milk, and Fruit Juice Consumption Among Texas Students in Grades 4, 8, and 11**
Cristina Barroso, University of Texas-Houston Health Science Center School of Public Health
- (P-54) **Preventive Screening Examinations Among Males Aged 40 Years or Older: Barriers and Motivating Factors**
Jennifer Hunter, University of Arizona, Mel and Enid Zuckerman Arizona College of Public Health
- (P-55) **Productivity Estimates for Calculating Indirect Costs of Chronic Disabling Conditions**
Scott Grosse, Centers for Disease Control and Prevention
- (P-56) **Quality of Care in Ambulatory Care Settings: Are Patients with Hypertension Receiving Recommended Pharmaceutical Interventions?**
Esther Hing, National Center for Health Statistics
- (P-57) **Reported Dental Visits Among Persons with Diabetes, 1999–2002**
Paul Eke, Centers for Disease Control and Prevention
- (P-58) **Seasonal Effect on Estimates of Physical Activity, Montana, 2001–2003**
Carrie Oser, Montana Department of Public Health and Human Services
- (P-59) **Sex Differences in Asthma Prevalence and Other Control Characteristics in Eight States**
Luann Rhodes, Centers for Disease Control and Prevention
- (P-60) **Smoking While Having Asthma in Missouri: Implications for Health Education**
Shumei Yun, Missouri Department of Health and Senior Services
- (P-61) **SPEAK to Your HEALTH!: A Community Survey from the Prevention Research Center of Michigan**
Susan Morrel-Samuels, Prevention Research Center of Michigan
- (P-62) **Spreading the Word in School Nutrition: The “Making It Happen” Project**
Mary McKenna, Centers for Disease Control and Prevention

Poster Presentations

- (P-63) **State Trends of Uninsured Persons Aged 18–64 Years, 1992–2001**
David Nelson, Centers for Disease Control and Prevention
- (P-64) **State-Specific Direct and Indirect Costs of Arthritis and Other Rheumatic Conditions, 1997**
Louise Murphy, Centers for Disease Control and Prevention
- (P-65) **The Effect of Technical Assistance on a Texas Department of Health Initiative for School Health Promotion**
Robin Atwood, The University of Texas at Austin
- (P-66) **The Healthy Life Radio Show**
Kevin Hatcher, Maryland Department of Health and Mental Hygiene
- (P-67) **Using Medicare Claims to Monitor Diabetes Costs at the County Level**
Heather Devlin, Minnesota Department of Health
- (P-68) **Using Partnerships and Collaborative Relationships to Increase Cost-Effectiveness and Reduce Health Disparities: The Oklahoma BCCEDP Program**
Cheryl Leon, Oklahoma State Department of Health
- (P-69) **Using Three Data Sources to Obtain a Complete List of Food Stores in Underserved Communities**
Adrienne Ronsani, New York State Department of Health and University at Albany Prevention Research Center
- (P-70) **Why Promotoras are Effective: Community-Based Chronic Disease Prevention Among Hispanic Women**
Kerstin Reinschmidt, Southwest Center of Community Health Promotion
- (P-71) **Changes in Racial Distributions and Risk Behaviors After Addition of a Multiracial Category to the BRFSS**
Margaret Ochner, Centers for Disease Control and Prevention

Plenary Panel Session

1:30 p.m. - 3:00 p.m.

From Concept to Action: Elements of a Successful Public Education Campaign— Lessons Learned from the American Legacy Foundation

Delaware A

Moderator

Maureen Culbertson, MS

Centers for Disease Control and Prevention

Presenter/Speaker

Beverly Kastens

American Legacy Foundation

Drawing on their experience from the truth® campaign, Ms. Kastens and other speakers from the American Legacy Foundation will describe the evolution of that campaign from concept to execution to evaluation. Launched in February 2000, the truth® campaign is the largest national smoking prevention campaign for youth. Speakers will discuss the strategies and tactics involved in helping teens make informed choices about tobacco use by giving them the facts about the tobacco industry and its products. Using real-world examples of advertising and public relations activities from the campaign, speakers also will share some highlights of their overall social marketing strategy.

1:30 p.m. - 3:00 p.m.

Plenary Panel Session

Eliminating Health Disparities: Promising Practices in Chronic Disease Prevention

Delaware B

Moderator

Angel Roca

Centers for Disease Control and Prevention

Presenters/Speakers

Marge Werito, MPH, CHES

Indian Health Service

Lee Strunin, PhD

Boston University School of Public Health

Jing Y. Liu, MS, RD

Asian Health Services

Kate Bennett, MCP

Boston Housing Authority

In this session, presenters will describe promising interventions for chronic disease prevention. One presenter will describe an intervention in a Navajo Nation school setting. Another will present a case study of the role culture plays in successful interventions. The third presenter will describe the benefits and barriers of a university and city collaboration to provide prevention programs in public housing developments.

Plenary Panel Session

1:30 p.m. - 3:00 p.m.

Teaming Up for Prevention: Advocates, Public Health Professionals, and Policy Makers in Action

Virginia A

Moderator

Michael Fierro

National Governors Association

Presenters/Speakers

Jean Chabut, BSN, MPH

Michigan Department of Community Health

Michael Fierro

National Governors Association

Melanie Bella

Indiana Office of Medicaid Planning and Policy

This session will focus on the positive results of bringing these groups together to dialogue about the issues confronting states facing an aging population (both overweight and sedentary) at risk of multiple chronic illnesses. Recently the National Governors Association and the National Council of State Legislators sponsored multistate chronic disease academies, bringing together state policy makers, advocates, and public health professionals. The result is innovative and exciting new approaches to address chronic disease issues in states.

Abstract Sessions

1:30 p.m. - 3:00 p.m.

Healthy Aging Promotion Among Adult and Aging Populations

Virginia B

Moderator

Sheryl J. Schwartz, MPA

University of Washington

Presenters/Speakers

Denise L. Chapel, MPH, MS, RD

Department of Health, Saint Louis County

Nancy Whitelaw, PhD

National Council on Aging

Jeanne Alongi, MPH

Chronic Disease Directors

In this session, presenters will highlight the importance of creative partnerships in fostering healthy aging promotion among older populations. To promote physical activity among older adults, a partnership was created between local Tri-Parish Nursing Ministries, the Arthritis Foundation, Missouri Extension Services, and the Saint Louis County Department of Health. Using the Missouri Extension's Health of Everybody program, participants met biweekly with a PACE program trainer and received nutrition education from a registered dietitian. Participants will learn the results of this project and ways that daily physical activity was increased among older adults. A second presenter will describe 10 programs selected by the National Council on the Aging (NCOA) showcasing best practices in physical activity programming for older adults. These best practices focus public policy and national strategies on expanding the reach and quality of physical activity programming for older adults. Characteristics of each program and essential components will be discussed. Documentation of high-quality community-based physical activity programming will be used to help develop a template for high-quality programming to distribute through the *National Blueprint: Increasing Physical Activity Among Adults Aged 50 and Older* and NCOA. The Chronic Disease Directors and the National Association of State Units on Aging granted \$10,000 to 10 state units on aging collaborations designed to improve the health of older Americans. Among the important components of these interagency collaborations were financial support, constituency contact, intervention expertise, and personal relationships. Participants will learn about the benefits of interagency collaboration. For instance, the grant monies facilitated collaboration in which the leverage of capacity, such as expertise, time, and money, created a much greater impact than anticipated.

Abstract Session

1:30 p.m. - 3:00 p.m.

Emerging Issues in Chronic Disease

Virginia C

Moderator

David Vigil, MBA

New Mexico Department of Health

Presenters/Speakers

Molly French, MSCRP

Partnership for Prevention

Robert D. Brewer, MD, MSPH

Centers for Disease Control and Prevention

Kimberly F. Crawford, PhD

Virginia Department of Health

This session is a showcase of innovative tools or frameworks developed and used on emerging public health issues. To begin, participants will learn about the Alcohol-Related Disease Impact (ARDI) software, a Web-based program, which provides states with a powerful tool for assessing alcohol-related deaths and Years of Potential Life Lost (YPLL)—knowledge that can support program and policy initiatives to prevent alcohol abuse. The presenter will describe how ARDI was developed and how it is used to support program and policy initiatives. The next project centers on efforts to identify high-priority issues relevant to both genetics and chronic disease prevention, so that effective policies about the two are in place. Participants will hear about a policy framework designed to help states engage stakeholders, assess policy gaps, examine new opportunities, and develop interim policies that address the ethical, legal, and social implications of genetics. Finally, Virginia's Division of Chronic Disease Prevention and Control has developed a collaborative approach to addressing chronic diseases with the goal of increasing efficiency, using resources effectively, and increasing cost-effectiveness. Each month, chronic disease projects within the DCDPC have engaged in monthly meetings called "Birds and Bees," which are used to discuss and plan cross-collaborative objectives. The presenter will explain how the "Birds and Bees" process has resulted in strong collaborative projects, tools, and lessons learned to share with others interested in a collaborative chronic disease effort.

Abstract Session

1:30 p.m. - 3:00 p.m.

Communities Combating Chronic Disease: The Kate B. Reynolds SELF Improvement Program

Maryland A

Moderator

Jennie A. Hefelfinger, MS

Florida Department of Health

Presenters/Speakers

Lloyd Michener, MD

Duke University Medical Center

Margaret L. Sauer, MS, MHA

Duke University Medical Center

Susan D. Yaggy, MPA

Duke University Medical Center

This session describes the Kate B. Reynolds SELF Improvement Program, a statewide initiative that enables North Carolina communities to effect positive health changes through community-level interventions. The program, which is administered by Duke University Medical Center's Department of Community and Family Medicine, on behalf of the Kate B. Reynolds Charitable Trust, is designed to prevent chronic disease in at-risk populations through the development of community-based service delivery networks using community partnerships to create and sustain behavior change. It provides funding to 16 low-income community partnerships across 21 counties in North Carolina over a 5-year period. Partners include health departments, health care settings, schools, park and recreation departments, economic development offices, and other civic groups. The SELF Improvement Program is focused on three main health problems: tobacco use, inadequate nutrition, and physical inactivity. Projects are required to demonstrate effective and long-term change in the most at-risk populations through collaboration with local providers and community-based organizations as a support base for sustainability. Utilizing multiple reinforcing strategies and these partnerships, the projects are developing programs customized to the needs of their communities. Participants will learn of the steps necessary to construct the statewide SELF Improvement Program and other similar initiatives. Presenters will also provide several strategies that public health professionals can use to sustain these efforts to decrease chronic disease in their own community.

Special Session

1:30 p.m. - 3:00 p.m.

Healthy Solutions for Business Groups

Marriott Ballroom

Moderator

Virginia Bales Harris, MPH

Centers for Disease Control and Prevention

Presenters/Speakers

Peter A. Townsley

Corporate Health Services of America, Inc.

Pam Wilson

Georgia Division of Public Health

William Burlas

Health Navigators, LLC

Peter Townsley's presentation drew rave reviews last year, and he is joining us again to share the powerful tools he uses with business leaders. This workshop will be done in three 30-minute segments and is especially designed for groups ready to embark on health promotion activities. First, the Healthy Solutions presentation will focus on how businesses can identify their health priorities and use health benefits dollars to decrease costs while improving employee health. Successful work site models from Georgia will be shared, including their strategies for maintaining costs well below the national average. The second presentation, Healthy Benefits/Insurance, will teach employers how to maximize their health benefits expenditures to create return on investment. The final segment on health partners will address the role hospitals, physicians, and staff are playing to create a focus on health priorities, implement effective prevention modalities, and support healthy work site outcomes.

Special Session

1:30 p.m. - 3:00 p.m.

Partnering with Business to Combat Obesity

Maryland B

Moderator

Casey J. Hannan

Centers for Disease Control and Prevention

Presenters/Speakers

William H. Dietz, MD, PhD

Centers for Disease Control and Prevention

Elizabeth Majestic, MS, MPH

Centers for Disease Control and Prevention

Ultimately, preventing and controlling obesity in the United States will require large-scale nationwide changes. To achieve such societal changes, both public and private sectors must be involved. Importantly, the collective efforts of the food and beverage industry and the public health community (among important others) will be required to develop innovative and effective strategies. This session will highlight successful partnerships between government agencies and the food industry as a means to improve nutrition for the prevention and control of obesity.

Workshop Session

1:30 p.m. - 3:00 p.m.

Evidence-Based Public Health: Putting Science into Practice

Maryland C

Moderator

William W. Baldyga, DrPH

*Illinois Prevention Research Center,
University of Illinois at Chicago*

Presenters/Speakers

Barbara A. Leonard, MPH

Maine Bureau of Health

Kathy A. Douglas, PhD

World Health Organization

Paul Z. Siegel, MD, MPH, FACPM

Centers for Disease Control and Prevention

Ross C. Brownson, PhD

Saint Louis University School of Public Health

How do you select a public health program or policy that works? Evidence-based public health (EBPH) uses scientific evidence to help make decisions in program planning and policy development. This session will introduce participants to the concept of EBPH and describe how to combine scientific evidence with selecting, implementing, and evaluating public health programs and policies. Experiences in both the United States and abroad will be discussed.

Presentation Session

1:30 p.m. - 3:00 p.m.

Hearts N' Parks

Marriott Balcony C

Moderator

Cheri L. Tolle, MAEd, CHES

University of Kentucky, Prevention Research Center

Presenters/Speakers

Kathy J. Spangler, PhD, CPRP

National Recreation and Park Association

Angela Herman, MPA

Missouri Department of Health and Senior Services

Jodie Adams

Springfield/Greene County Park Board

Hearts N' Parks is a community-based program designed to reduce the risk of obesity and chronic disease for people of all ages. This highly successful program encourages community members to aim for a healthy weight, follow a heart-healthy eating plan, and engage in regular physical activity through local parks and recreation programs. Presenters from national organizations will describe the growth of the Hearts N' Parks program from a series of pilot programs in two states to more than 50 sites in 10 states. State and local presenters will discuss the collaboration and partnerships necessary to build successful Hearts N' Parks programs in your communities. Speakers will participate in a question-and-answer session with participants.

Presentation Session

1:30 p.m. - 3:00 p.m.

Depression as a Comorbidity in Chronic Diseases: Session I— Prevalence and Detection

Marriott Balcony D

Moderator

Barbara A. Bowman, PhD

Centers for Disease Control and Prevention

Presenters/Speakers

Bruce S. Jonas, ScM, PhD

Centers for Disease Control and Prevention

David W. Price, MD, FAAFP

Kaiser Permanente Care Management Institute

Michael F. Friedrichs, MS

Utah Department of Health

Depression is a serious public health problem that frequently goes unrecognized and untreated. Emerging data suggest that depression can be a significant factor in other major chronic diseases (diabetes, cancer, heart disease, and arthritis), often influencing treatment outcomes of these conditions. This session will describe the prevalence of depression, including special populations at risk and implications of comorbidity in specific disease conditions; detection and referral, and to a lesser degree, clinical diagnoses; and state-based data collections, including an analysis of relevant state-based data as captured by the Behavioral Risk Factor Surveillance System.

3:30 p.m. - 5:00 p.m.

Plenary Panel Session

Delaware A

Depression as a Comorbidity in Chronic Diseases: Session 2— Public Health Interventions

Moderator

Michael F. White, BBA

Michael F. White and Associates

Presenters/Speakers

Enid M. Hunkeler, MA

Kaiser Permanente

Pam Basehore, MPH

New Jersey Geriatric Education Center

Michelle D. Owens, PhD

Centers for Disease Control and Prevention

Three different approaches for addressing depression and chronic disease will be featured. Public health officials will share their experiences in trying to develop and implement effective interventions. From New Jersey, we'll hear about a partnership effort between the state health department and a geriatric education center. From California, we'll hear about a large health maintenance organization's attempt to provide counseling by telephone. And, from the federal government, we'll hear about efforts to reach African American women with diabetes who suffer from depression.

Abstract Session

3:30 p.m. - 5:00 p.m.

Translating Research into Practice

Delaware B

Moderator

Cheri L. Tolle, MAEd, CHES

University of Kentucky Prevention Research Center

Presenters/Speakers

Claudia Hopenhayn, PhD, MPH

University of Kentucky

Elleen M. Yancey, PhD

Morehouse School of Medicine Prevention Research Center

Suzanne P. Lindsay, PhD, MSW, MPH

San Diego State University

In this session, panel members will illustrate the importance of translating effective research into the promotion of health and control of chronic disease. One presenter will illustrate that, although the widespread use of the Pap test has substantially reduced the burden of invasive cervical cancer (ICC) in the United States, ICC remains persistently higher among Appalachian women. Analysis of data from the population-based cancer registries of three states representing 38% of the Appalachian population was conducted. Participants will learn the results of this data analysis and how the baseline risk of these high-risk subgroups should be considered when developing effective interventions for reducing the burden of ICC. The next presentation describes components of a successful community-based participatory research project that assessed HIV risk behavior specific to African American women aged 17–44. The findings of this project enabled project investigators to better design HIV risk reduction interventions to assist African American women in understanding their relationships, facilitate HIV knowledge, and increase and support attitude and behavior change within the context of their culture and environment. Participants will then hear about the Cancer Clinical Services Quality Assurance Project (QAP), a collaboration between the California Department of Health Services, Cancer Detection Section, and San Diego State University, Graduate School of Public Health, designed to improve the quality and effectiveness of California's statewide breast and cervical cancer early detection program through a carefully designed review of medical records. The panelist will discuss the use of evidence-based methods to identify quality assurance issues as an effective way to prioritize development of provider training and educational strategies. Products developed by the QAP project will be displayed.

3:30 p.m. - 5:00 p.m.

Abstract Session

School-Based Health Promotion Programs

Virginia A

Moderator

Charles Deutsch, ScD

Harvard School of Public Health

Presenters/Speakers

Cristina S. Barroso, MPH

University of Texas-Houston School of Public Health

Michelle A. Lombardo, EdD

Wellness Incorporated

Kristine L. Perkins, RDH

State of Maine

This session highlights the importance of evaluating school-based health programs. Participants will hear about a 10-week pilot intervention designed to teach school children the importance of healthy eating behaviors and regular physical activity. This program is the result of collaboration between the Kellogg Foundation; Mississippi State University-Extension Service's Family Nutrition Program; Wellness Incorporated; International Life Sciences Institute; and the Mississippi Alliance for Self-Sufficiency. Presenters will take participants through the step-by-step "procedure manual" on replicating a childhood obesity prevention program. Then participants will learn the results of an evaluation of the implementation, and the factors that influence the implementation, of the Coordinated Approach to Child Health (CATCH) program by child nutrition and physical education specialists. CATCH is a school-based nutrition and physical activity program designed to reduce risk factors for chronic disease among elementary school children. In the last study, the Maine Bureau of Health, Oral Health Program, and the Maine Department of Education partnered to develop and implement an evaluation plan for the Maine School Oral Health Program. This study assesses the effectiveness of the program in improving the oral health of at-risk school-aged children. A multidisciplinary steering committee guided the process. Participants will learn several strategies that they can use for evaluating similar school-based oral health programs.

Abstract Session

3:30 p.m. - 5:00 p.m.

Research and Evaluation Methods for Chronic Disease Prevention Initiatives

Virginia B

Moderator

Chris Maylahn, MPH

New York State Department of Health

Presenters/Speakers

Crystelle C. Fogle, MBA, MS

Montana Department of Public Health and Human Services

Daniel R. Brooks, DSc, MPH

Boston University School of Public Health

Lei Zhang, MBA

Mississippi State Department of Health

In the quest to reduce health disparities, cardiovascular disease, and heart attacks, surveillance and intervention are key. The first study is set in Helena, Montana, where a work site intervention designed to increase employee awareness of heart attack signs and symptoms was implemented in three Department of Public Health and Human Services work sites. Workers received "Act in time to heart attack signs" brochures and wallet cards as well as weekly e-mails and contests addressing signs and symptoms. According to the results, this low-cost intervention increased awareness of heart attack signs and symptoms and the need to call 911. For the second study, conducted in 2001, a random digit-dialed telephone survey based on the Behavioral Risk Factor Surveillance System was used to compare health status, utilization of health services, and risk behaviors of public housing residents (PHR) and non-public housing residents (non-PHR) in Boston. PHR reported a substantially higher burden of disease and other health problems than non-PHR; however, access to and utilization of health services of both groups were similar. The presenter will illustrate the value of using such general population disease-related surveys elsewhere. In the last study, researchers investigated the geographic distribution and spatial pattern of cardiovascular disease (CVD) mortality in Hinds, Rankin, and Madison counties of Mississippi from 1997 to 2000. The presenter will discuss "geocoding" and how data obtained from Mississippi vital statistics were geocoded to the census block group using ArcView software. Geographically weighted regression method was used to analyze the spatial pattern. Results found that the CVD mortality change over time was not significant for most census tracts.

3:30 p.m. - 5:00 p.m.

Special Session

From the Hill: How to Make Your Voice Heard Above the Clatter

Virginia C

Presenter/Speaker

Barbara W. Levine

Barbara W. Levine and Associates

Barbara Levine will moderate a panel of legislative experts who will be discussing current health issues on Capitol Hill. Attend this session and learn how to have your legislative priorities heard. Panelists include key congressional staffers.

Special Session

3:30 p.m. - 5:00 p.m.

**Orientation to CDC's NCCDPHP,
the CDD, and the PRCs**

Maryland A

Moderator

Debra Lightsey, MSW

Centers for Disease Control and Prevention

Presenters/Speakers

Elizabeth Majestic, MS, MPH

Centers for Disease Control and Prevention

Jackson (Jack) C. Hataway, Sr., MD, MPH

Alabama Department of Public Health

Geri A. Dino, PhD

West Virginia University Prevention Research Center

In this session, participants will have the opportunity to learn more about the three organizations that co-sponsor the 18th National Conference on Chronic Disease Prevention and Control. Presenters will review the history, goals, organizations, and major programs and activities of CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), the Chronic Disease Directors (CDD), and the Prevention Research Centers (PRC) Program.

Special Session

3:30 p.m. - 5:00 p.m.

Shaping the Future of Public Health

Marriott Ballroom

Moderator

Donald E. Shriber, JD, MPH

U.S. Department of Health and Human Services

Presenter/Speaker

Patricia Wahl, PhD

University of Washington

To better understand what is needed to strengthen public health in the 21st century, the Department of Health and Human Services, CDC, the Health Resources and Services Administration, and the National Institutes of Health commissioned the Institute of Medicine (IOM) to create a framework for assuring the health of the population that could be effectively communicated to and acted upon by diverse communities. The committee embraced the vision of *Healthy People 2010* and examined who should be responsible for assuring Americans' health. This session describes the key findings and recommendations from the IOM report and raises issues critical to the future of chronic disease prevention and health promotion. The resulting report, *The Future of the Public's Health in the 21st Century*, focuses on how the public health infrastructure can be strengthened and identifies new and established partners that include the community, the health care delivery system, employers and businesses, the media, and academia. Focusing on diverse partnerships as the framework for public health, the IOM committee made the following recommendations: 1) overhaul the components of the public health infrastructure (e.g., workforce, public health law) to ensure quality services and optimal performance; 2) fully include communities as actors in the public health system and to sustain change in the conditions for health; 3) initiate a role for employers and businesses in furthering population health goals; 4) enhance the potential role of the media in promoting and protecting the public's health; and 5) strengthen academia's role within the public health system through services, research, and teaching. These recommendations are directed to many organizations and institutions in the United States because, like health promotion and disease prevention, achieving population health requires contributions from all sectors, including academia, communities, and all levels of government.

Skills Building Session

3:30 p.m. - 5:00 p.m.

Community-Based Participatory Research and Practice: Methods, Funding, and Dissemination

Maryland B

Moderator

Elleen M. Yancey, PhD

Morehouse School of Medicine Prevention Research Center

Skills Building Instructors

Salli Benedict, MPH

University of North Carolina Center for Health Promotion and Disease Prevention

Alice S. Ammerman, PhD

University of North Carolina at Chapel Hill

Dothula E. Baron-Hall, MS, MA

Rural Empowerment Association for Community Help (REACH)

Lynda A. Anderson, PhD

Centers for Disease Control and Prevention

This session will include an overview of Community-Based Participatory Research and Practice (CBPR); presentation of a systematic evidence review of CBPR conducted by Dr. Ammerman; a case study of a successful CBPR project; a discussion of issues related to funding CBPR projects; and a discussion of a CBPR-based dissemination.

3:30 p.m. - 5:00 p.m.

Skills Building Session

**Affecting Environmental, Systems, and
Policy Changes for Obesity Prevention and Control**

Maryland C

Moderator

John P. Schroeck, MEd, CHES

Montana Department of Public Health and Human Services

Skills Building Instructor

William H. Dietz, MD, PhD

Centers for Disease Control and Prevention

Important planning documents and theoretical models reference the importance of addressing environmental, systems, and policy change to improve a given health problem, such as preventing and controlling obesity and other chronic diseases through nutrition and physical activity interventions. This session will describe the elements of the environment, systems, and policies that can influence the promotion and support of behavioral change necessary for obesity control and prevention. Faculty will include representatives from state and local governmental agencies, as well as those familiar with state legislative processes.

Workshop Sessions

3:30 p.m. - 5:00 p.m.

Results-Driven Strategic Marketing and Communications: The American Heart Association's New Public Health Education Campaign

Marriott Balcony C

Moderator

Leslye A. Colvin, MA

Centers for Disease Control and Prevention

Presenters/Speakers

Julie Grabarkewitz

American Heart Association

Ellen Magnis

American Stroke Association

Kathleen Crosby

The Advertising Council

This session will provide chronic disease professionals with hands-on experience in creating an integrated marketing campaign and effective messaging. This experience will then be applied immediately through a detailed analysis of a new public health campaign launched by the American Heart Association (AHA). Presenters from AHA will describe ways in which participants can apply this experience to their own efforts to create and influence healthy behavior. This session is designed for people in decision-making or communication positions who are ready to explore the effectiveness of integrated communications.

3:30 p.m. - 5:00 p.m.

Presentation Session

Health Disparities in the 21st Century

Marriott Balcony D

Moderator

Dennis M. Shepard, MAT

University of South Carolina

Presenters/Speakers

Venus Gines, MA

Dia de La Mujer Latina, Inc.

Nicole K. Bates, MPH

Center for Community Change

E. Richard Brown, PhD

University of California at Los Angeles,

School of Public Health

This session will provide an overview of the changing trends in the demographics of chronic diseases (racial/ethnic, geographic and age distribution, behavioral risk factors); the impact changing trends will have on health policy, research, prevention, and resources; and how these issues affect the person living with a chronic condition.



program events

Thursday, February 19, 2004

6:30 a.m. — 7:30 a.m.	Start the Day with Healthy Activities	Atrium
6:30 a.m. — 8:00 a.m.	Ancillary Meetings	See Page 103
7:00 a.m. — 5:30 p.m.	Registration	Atrium
7:30 a.m. — 8:30 a.m.	Continental Breakfast - Exhibits Open	Exhibit Hall
10:00 a.m. — 10:30 a.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
12:00 p.m. — 2:00 p.m.	Lunch on Your Own/Networking - Exhibits Open	Exhibit Hall
12:30 p.m. — 1:30 p.m.	The Gold Medal Legacy Mile	National Zoological Park
3:30 p.m. — 4:00 p.m.	Break and Refreshments - Exhibits Open	Exhibit Hall
5:30 p.m. — 7:30 p.m.	Walking Tours: Meet at the Welcome Table at 4:30 p.m.	Atrium
6:00 p.m. — 10:00 p.m.	Ancillary Meetings	See Pages 103-104



thursday february 19, 2004

Plenary Presentation

8:30 a.m. - 9:45 a.m.

**Economic Impact of Health: Lessons
Learned Across the Spectrum**

Marriott Ballroom

Moderator

Jackson (Jack) C. Hataway, Sr., MD, MPH
Alabama Department of Public Health

Presenters/Speakers

Risa Lavizzo-Mourey, MD, MBA
Robert Wood Johnson Foundation

Eduardo J. Sanchez, MD, MPH
Texas Department of Health

David S. Pratt, MD
General Electric Company

In the face of rising health care costs, chronic disease prevention is more critical today than ever before. This session will give attendees new ways to address many of the funding and messaging challenges they face in their states and communities. Panelists will discuss the lessons they've learned about working to improve population health and will provide specific guidance from their respective fields for advocating for and establishing health care funding priorities in business and workforce management, state government, legislative and policy issues, and foundations.

Award Plenary

9:45 a.m. - 10:00 a.m.

**Joseph W. Cullen Award for
Outstanding Contributions to
Chronic Disease Prevention and Control
and the Legislator of the Year Award Presentations**

Marriott Ballroom

Moderator

Victor D. Sutton, MPPA

Mississippi State Department of Health

The Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control is given to an individual outside the traditional public health field who has made outstanding contributions in the field of chronic disease. The Chronic Disease Directors presents the award annually, honoring the memory of Joseph W. Cullen, PhD. Dr. Cullen served as Deputy Director of the National Cancer Institute's Division of Cancer Prevention and Control and is known as the architect of the National Cancer Institute's Smoking and Tobacco Control Program. An inspiration to all who knew him, Dr. Cullen represented public service at its best. His untimely death in November 1990 represented a loss to his colleagues and to the field of public health in the United States.

The Legislator of the Year Award is given to a legislative champion who has substantially assisted in the advancement of the association's goals by introducing or supporting legislation or amendments, including appropriation legislation, that reduce the chronic disease burden.

Plenary Panel Session

10:30 a.m.- 12:00 noon

**Alliances for Policy Action:
Collaborative Advocacy Efforts of
the American Cancer Society,
American Diabetes Association,
and American Heart Association**

Delaware A

Moderator
David Hoffman, MEd
Chronic Disease Directors

Presenters/Speakers
Wendy Selig
American Cancer Society

Richard Hamburg
American Heart Association

As we increasingly embrace strategies to promote policy and environmental change to combat the risk factors associated with chronic disease, we immediately recognize the growing need to more actively and effectively engage elected officials and the policy-making process. Although it is clear that strong public health policies and government actions can have a profound impact on chronic disease, we frequently find ourselves ill-prepared and under-resourced to effectively engage the policy-making process. As chronic disease advocates, we not only need to continue to identify policy issues and priorities that unite us, but perhaps even more importantly we need to explore and cultivate partnership opportunities to unify our advocacy efforts, resources, and grassroots volunteers toward our common goals. As recognized and respected advocacy voices from the chronic disease community, the American Cancer Society, American Diabetes Association, and American Heart Association are partnering in an advocacy alliance to achieve federal and state policy change and program initiatives equally important to all three disease control organizations. This session will describe how this alliance was formed, how it is working to unify each of the organizations' advocacy assets and efforts on shared policy priorities and initiatives, and their advocacy efforts to date. Advocacy leaders from each of the three organizations will be invited to describe their experiences with the alliance, successes, and lessons learned.

Abstract Session

10:30 a.m. - 12:00 noon

Creating Effective Partnerships and Linkages to Promote Healthy Living

Delaware B

Moderator

Mary S. Manning, RD, MBA

Minnesota Department of Health

Presenters/Speakers

Pamela A. Ford-Keach, MS

California Department of Health Services

James C. Hersey, PhD

RTI International

JohnJason L. Cecil

Virginia Department of Health

This session pertains to the efforts to create effective partnerships and linkages within communities to promote healthy living. The first presenter will discuss how the California Arthritis Partnership Program tested the effects of linking the CDC's "Physical Activity: The Arthritis Pain Reliever" communication campaign to a local walking group in one of two cities where the campaign was run. Although this study cannot determine if increased exercise behaviors were influenced by other factors, it does suggest that the walking group enhancement may have contributed significantly to increased exercise and walking group participation. Participants will hear about the potential benefits of linking exercise opportunities to physical activity communication campaigns. Then participants will hear about a 7-year longitudinal evaluation of statewide nutrition education networks in 22 states, jointly funded by states and the Food Stamp Program. The study findings show that 75% of networks were able to sustain themselves and develop social marketing initiatives to deliver nutrition education to low-income audiences, but there were several formidable challenges in forming effective partnerships. The presenter will share several strategies that seem to be important in fostering effective partnerships for health promotion. The final presenter will discuss the experiences of the "Living Fit!" program in Virginia designed to combat cardiovascular disease through environmental and policy change. Critical to the project was the development of a diverse community coalition tasked with taking the lead in making changes within the community that would meet residents' desires. Participants will learn about strategies they can use to develop diverse coalitions that will assist with health promotion efforts within their communities.

Abstract Session

10:30 a.m.- 12:00 noon

Policy, Research, and Programmatic Perspectives in Chronic Disease

Virginia A

Moderator

Theresa E. Clay, MS

University of New Mexico

Presenters/Speakers

Karen A. Coats, CHES

Utah Department of Health

Lori A. Kaley, MS, RD, LD, MSB

University of Southern Maine

William E. Moore, PhD, MS

University of Oklahoma Prevention Research Center

This session pertains to policy and programmatic efforts to reduce obesity and improve healthy lifestyles. The first presenter will discuss how researchers evaluated the effects of a high school walking program called TRAILS by measuring changes in lipid profile, aerobic capacity, and body composition of students involved. The TRAILS walking program consisted of daily (Monday–Friday) self-paced walking for 35 to 40 minutes for 11 weeks. Participants will hear about the positive effects the intervention had on high school students. The second panelist will also discuss a school-based project. In this case, because no data sources exist in Utah to track childhood overweight, researchers collected height and weight data on 10,041 students at randomly selected Utah elementary and middle schools. The presenter will describe the methods used to develop height and weight measurements for the surveillance of overweight children in Utah and lessons learned. The final presenter will explain how a collaboration between the Maine Cardiovascular Health Program and the Maine Nutrition Network developed policy and environmental change strategies focused on increasing physical activity and improving nutrition. Action packets for communities, schools, and work sites — which include case studies, action steps for outcome evaluation, advocacy materials, Web resources, and references — are being used to implement strategies. Participants will hear about the process and format used to develop these action packets.

Abstract Session

10:30 a.m.- 12:00 noon

CDC's School Health Index: Implementing Changes in the Third Edition

Virginia B

Moderator

Jenny Osorio, MPA

Centers for Disease Control and Prevention

Presenters/Speakers

Samantha D. Harrykissoon, MPH

Centers for Disease Control and Prevention

Howell Wechsler, EdD, MPH

Centers for Disease Control and Prevention

CDC's *School Health Index: A Self-Assessment and Planning Guide* is a tool designed to help schools assess and improve their physical activity, healthy eating, tobacco-use, unintentional injury and violence prevention policies and programs in the context of a coordinated school health program. The presenters will review the history, purposes, and structure of the School Health Index (SHI). They will describe the process of developing the third edition of CDC's SHI, to be released in 2003, and identify changes that have been made in the document. These changes include the addition of items to assess a school's injury prevention policies and programs and revisions of previously existing items based on feedback from the field. The third edition also will feature a new interactive online version that allows the user to tailor the SHI by selecting specific health and safety topics of interest (e.g., physical activity, nutrition, tobacco-use prevention, injury and violence prevention). The presenters will share information that has been collected from education agencies, health departments, schools, and other programs across the nation about use of the SHI. Different ways that the SHI has been used to improve school health programs will be described. In addition, innovative strategies that agencies and organizations have used to promote the use of the SHI and to increase its impact will be described. Through an interactive approach, participants will share experiences they have had in using or promoting the use of the SHI, as well as ideas for improving the document or maximizing its effectiveness.

Special Session

10:30 a.m.- 12:00 noon

Partnering for a Global Approach to Chronic Disease Prevention and Health Promotion

Maryland C

Moderator

David V. McQueen, ScD

Centers for Disease Control and Prevention

Presenters/Speakers

Catherine Le Gales-Camus, PhD

World Health Organization

Marie-Claude Lamarre

International Union for Health Promotion and Education

Juan Zevallos, MD

Diabetes Research Center

This session will provide the participants with an overview of how government agencies such as the World Health Organization (WHO), nongovernmental organizations such as the International Union for Health Promotion and Education (IUHPE), and independent, not-for-profit organizations such as America's Network are taking a multisectoral approach to chronic disease prevention and health promotion.

thursday february 19, 2004

Special Session

10:30 a.m.- 12:00 noon

Current Trends in Complementary and Alternative Medicine as Tools for the Prevention and Treatment of Chronic Diseases

Virginia C

Moderator

Daniel Sadler, MPA

Centers for Disease Control and Prevention

Presenters/Speakers

John A. Astin, PhD

California Pacific Medical Center

Alarik Arenander, PhD

Institute of Science, Technology and Public Policy

This session will examine the trends in the use of complementary and alternative medicine (CAM) as modalities for the prevention and treatment of chronic disease, including the growing adoption of CAM training centers within medical schools. Two leaders in CAM research will provide an informative introduction to CAM, speak about what is fueling this massive shift in medical care, and give examples of the research-based effects of CAM modalities on the mind and body. John Astin, PhD, is a leading researcher on the sociocognitive dynamics of why individuals elect to use CAM methods as both acute and chronic interventions. Alarik Arenander, PhD, a leading researcher in mind/body mechanisms, will describe how three ancient traditional approaches — acupuncture, hypnosis, and meditation — produce specific and sometimes lasting effects on brain function and, hence, mental and physiological balance. This promises to be an intriguing session with new insights into the field of CAM for participants, especially brain research and the challenges associated with emerging trends in national health care policy and practice. The session will end with an open discussion of the possible roles CDC can play in the growing use of CAM modalities in the prevention and treatment of chronic disease.

Special Session

10:30 a.m.- 12:00 noon

Determining Program Priorities of Best Practices Components for Comprehensive State Tobacco Control Programs During Major Funding Challenges

Maryland A

Moderator

Rosemarie Henson

Centers for Disease Control and Prevention

Presenters/Speakers

Terry F. Pechacek, PhD

Centers for Disease Control and Prevention

Jane M. Moore, PhD, RD

Oregon Department of Human Services/Health Services

Phil Huang, MD, MPH

Texas Department of Health

This session will help chronic disease managers, tobacco control program managers, and staff; partners; policy makers; and scientists make use of the science base of what works in tobacco control programs when faced with rapidly changing budget challenges and opportunities. Participants will have the opportunity to explore new ideas, hear state-specific examples, and examine useful tools on how to sustain comprehensive programs with limited funding while maintaining an expandable infrastructure for programs as resources become more available. Key questions will be examined, such as: What is comprehensive? What types of interventions are cost-effective at different levels of funding? How can a program build on the science base in support of a strong dose-response relationship between level of investment and program impact? Key examples will be given from national, state, and local perspectives.

Special Session

10:30 a.m.- 12:00 noon

Food Marketing Aimed at Children

Maryland B

Moderator

June E. Eichner, PhD, MPH, MHygiene

University of Oklahoma

Presenters/Speakers

Margo Wootan, DSc

Center for Science in the Public Interest

Mary Story, PhD

University of Minnesota

This session will outline how food is marketed to children, the influence of marketing children's food choices and health, and approaches for reducing the marketing of low-nutrition foods to children. Highlights from the Center for Science in the Public Interest's new report, *Pestering Parents*, will be presented.

Special Session

10:30 a.m.- 12:00 noon

An Update on the *Steps to a HealthierUS* Program

Marriott Ballroom

Moderator

Janet L. Collins, PhD

Centers for Disease Control and Prevention

Presenter/Speaker

Michelle A. Rose, MA, PhD

Centers for Disease Control and Prevention

This session will provide an update on the *Steps to a HealthierUS* cooperative agreement program. Topics to be covered include background on the *Steps* initiative, the requirements of the cooperative agreement program, project descriptions, future project activities, and future funding opportunities. Dr. Rose and other presenters will focus on the opportunity provided by *Steps* to integrate chronic disease prevention and health promotion activities across several topic areas. Project leaders from the awarded *Steps* communities will describe how they developed their community coalitions and action and evaluation plans, and update participants on their current activities and accomplishments 5 months after the awards.

Skills Building Session

10:30 a.m.- 12:00 noon

**Public Health Research Extramural
Program: Mechanisms, the Application Process,
and Peer Review**

Marriott Balcony C

Moderator

Donna F. Stroup, PhD, MSc

Centers for Disease Control and Prevention

Discussant

Patricia A. Sweeney, MPH

Centers for Disease Control and Prevention

The common mechanisms used for awards at CDC will be described and discussed with emphasis on investigator eligibility. The PHS398 application for research will be highlighted, and the peer review process will be described with the anatomy of a summary statement provided.

Workshop

10:30 a.m.- 12:00 noon

Methods and Measurements Used in Estimating the Economic Costs of Chronic Disease Prevention and Control Programs

Marriott Balcony D

Moderator

Edward C. Waltz, PhD

University at Albany School of Public Health

Presenters/Speakers

Donatus U. Ekwueme, PhD

Centers for Disease Control and Prevention

Florence K. Tangka, PhD

Centers for Disease Control and Prevention

Mary F. Alao, PhD

Centers for Disease Control and Prevention

One purpose of estimating the economic costs of health care investments is to guide the allocation of scarce health resources. For these estimates to be useful to policy makers making decisions about resource allocation, the methods and measurements used to derive costs must be understood. However, in economic evaluation studies, costs are often presented without a thorough explanation of how units were measured or resources valued. This creates a barrier and limits the applicability of economic cost estimates in making resource allocation decisions.

This session will examine methods and measurements used to estimate the economic costs of care in chronic disease prevention, explore implications of various costing methods and measurements used to interpret investments in health care, provide the step-by-step process used to conduct economic evaluation of health care programs, and discuss how to interpret results from an economic evaluation study to quantify the overall value of investment in a health program.

Special Session

12:15 p.m. - 1:45 p.m.

A Status Update: CDC's Futures Initiative, Including Directions in the National Center for Chronic Disease Prevention and Health Promotion

Marriott Ballroom

Moderator

Elizabeth Majestic, MS, MPH

Centers for Disease Control and Prevention

Presenter/Speaker

Kathy Cahill, MPH

Centers for Disease Control and Prevention

CDC's Futures Initiative will set the future course of CDC over the next several years, looking at virtually all areas of agency operations — from health systems and the public health research agenda to global health and relationships with customers and partners. This is a landmark initiative. It will help CDC prioritize programs, resources, and needs and help it become more efficient, effective, and as flexible as possible so that it can respond to emergencies and other critical issues that emerge. In this session, CDC key staff will answer questions and seek feedback from attendees through an informal discussion. Come and share your ideas and information and participate in shaping CDC's future.

12:15 p.m. - 1:45 p.m.

Washington Ballroom

Roundtable Discussions

- (RT-01) **Communication Research and Promising Practices for Stroke Prevention**
Susan Lockhart, Centers for Disease Control and Prevention
- (RT-02) **Community Cancer Assessment in Response to Long-Time Exposure to Perchlorate and Trichloroethylene in Drinking Water**
John Morgan, Loma Linda University, California Cancer Registry
- (RT-03) **Enhancing Chronic Disease Prevention at Weyerhaeuser Corporation**
Jeffrey Harris and Charles Santon, University of Washington
- (RT-04) **Enhancing State and Community Efforts to Prevent Chronic Diseases**
Randahl Kirkendall, Partnership for Prevention
- (RT-05) **Falls-Prevention Programs for Older Ambulatory Community Dwellers: What Does the Evidence Base Tell Us?**
John Allegrante, Hospital for Special Surgery, Columbia University Teachers College
- (RT-06) **Guidance for Selection of Research-Based, Effective Health Education Curricula: A New Initiative at CDC**
Kari Gløppen, Centers for Disease Control and Prevention
- (RT-07) **Healthy Weight Awareness Campaign: A Social Marketing Campaign Reaching Low-Income Maine Families**
Debra Wigand, Maine Bureau of Health
- (RT-08) **Medicaid Coverage for Tobacco Dependence Treatment: A Toolkit to Help Expand Coverage for Smokers in the States.**
Sara Hutchinson, Center for Tobacco Cessation
- (RT-09) **Preparing Project Officers of the Future for Effective Chronic Disease Prevention and Health Promotion Partnerships**
Michael Dalmat, Centers for Disease Control and Prevention
- (RT-10) **Promoting Healthy Lifestyles During the Olympic Games: 2002 Tobacco-Free Policy Evaluation Results**
Katy Curran, Centers for Disease Control and Prevention
- (RT-11) **State Plan Index: Evaluating Progress in Obesity Prevention Using the State Plan Index**
Robin Hamre, Centers for Disease Control and Prevention
- (RT-12) **Why Invest in Health Promotion and Disease Prevention? An Economic Analysis of Cost Savings and Return on Investment (ROI)**
Ron Goetzel, Cornell University/Medstat

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Roundtable Discussions

- (RT-13) **Developing a Scientific Roadmap for the Elimination of Health Disparities**
William Jenkins, Centers for Disease Control and Prevention
- (RT-14) **Community Designed Health Promotion Program for Small Businesses**
Trina Rivera-White, Rocky Mountain Prevention Research Center
- (RT-15) **Cost-Effective Strategies for a Healthy Workplace: The Maine Cardiovascular Health Program Work Site Pilot Project**
Andrew Spaulding, Maine Cardiovascular Health Program
- (RT-16) **Developing a Multicultural Coalition: Lessons Learned in East Hartford, Connecticut**
Sharon Mierzwa, Connecticut Department of Public Health
- (RT-17) **diabetesatwork.org, A Resource for the Business Community to Address Diabetes in the Working Population**
Pamela Allweiss, University of Kentucky
- (RT-18) **Disparities in Hospital Emergency Department Usage: Implications for Management of Asthma**
Celia Larson, Metro Public Health Department
- (RT-19) **Environmental Change to Promote Healthy Lifestyles: Perceived Efficacy and Willingness Among WISEWOMAN Participants**
Alice Ammerman, University of North Carolina
- (RT-20) **Evaluating the Activity Friendliness of Communities: A Comparison of Neighborhoods Using Objective and Perceived Measures**
Laura Brennan, Saint Louis University School of Public Health
- (RT-21) **Healthy Maine Partnerships Evaluation: Measuring the Effects and Impact of the 31 Community/School-Based Health Promotion Intervention Sites in Maine**
Pat Hart, Gallup Organization
- (RT-22) **Innovative Nutrition and Physical Activity for African American Adolescents**
Annie Carr, Centers for Disease Control and Prevention
- (RT-23) **Powerful Partnership on Weight Loss: Health Plan and Work Site Health Promotion**
Kathy Paras, Utah Department of Health
- (RT-24) **Profitability of Nutritious Choices in School Vending Machines**
Joan Ware, Utah Department of Health

Roundtable Discussions

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- (RT-25) **School Policies to Prevent Chronic Disease: Getting from Policy to Practice**
Jane Pritzl, Centers for Disease Control and Prevention
- (RT-26) **Texas Heart-Healthy/Stroke-Free City Program**
Jennifer Smith, Texas Department of Health
- (RT-27) **Urban Sprawl and Chronic Medical Problems**
Deborah Cohen, RAND
- (RT-28) **Using the Results of a Participatory Evaluation Project: The Experience of CDC's Prevention Research Centers**
Alan Cross, University of North Carolina at Chapel Hill
- (RT-29) **Active for Life: An Innovative Work Site Physical Activity Program**
Jayne Kulzer and Adam Pelligrini, University of Washington
- (RT-30) **King County (WA) Healthy Aging Partnership: Informing and Educating Older Adults**
Nadia Solehdin, University of Washington
- (RT-31) **Physical Activity Barriers for Older Adults in a Bi-Ethnic, Rural Setting**
Jennifer McLean, Rocky Mountain Prevention Research Center
- (RT-32) **Qualitative Study of Tailored Health Communication Materials**
Andrea Smith, The MayaTech Corporation, and Dick Lui, State of the Art, Inc.
- (RT-33) **Using CDCynergy: A Tool to Strategically Plan and Evaluate Health Communication Interventions**
Kristin Unzicker, Society for Public Health Education
- (RT-34) **Community-Integrated, Home-Based Depression Treatment in the Elderly: A Randomized Controlled Trial**
Paul Ciechanowski, University of Washington
- (RT-35) **Disparities in the Cost of Diabetes: The Louisiana Hospital Inpatient Discharge Database Experience**
Patrice Rose, State of Louisiana
- (RT-36) **Implementing Prevention Programs in Public Housing Developments**
Lee Strunin, Boston University School of Public Health
- (RT-37) **Mississippi: A State Medicaid Disease Management Program for the Country's Most Ill Citizens**
Alicia Crowder, Mississippi Division of Medicaid

Roundtable Discussions

- (RT-38) **The Cumulative Impact of Poverty and Abuse: A Population Base for Primary Prevention**
Stephen Rose, University of New England

- (RT-39) **Wellness Within REACH: Mind, Body, and Soul**
Collaine Faddis, African American Health Coalition, Inc.

- (RT-40) **A Community Health Worker Curriculum to Prevent Disparities in Heart Disease and Stroke**
Nell Brownstein, Centers for Disease Control and Prevention

- (RT-41) **Community-Based Efforts to Increase Screening and Brief Intervention for Substance Use Disorders**
Erika Edwards, Join Together

- (RT-42) **Creating and Sustaining an Effective Community Advisory Board for Prevention Programs in Public Housing**
Doris Bonte and Robin Keske, Boston University School of Public Health

- (RT-43) **Heart Disease: Community Prevention and Treatment Initiative**
Beth Wheeler, Foundation for Healthy Communities

- (RT-44) **Skill Development for Community-Based Participatory Research Partnerships**
Yvonne Lewis, FACED, and Renee Bayer, University of Michigan School of Public Health

- (RT-45) **The Move and Improve Program: A Wellness Initiative of Eastern Maine Medical Center**
Wendie Lagasse, Eastern Maine Medical Center

- (RT-46) **Utilization of Network Analysis for Strengthening Community Partnerships in Health**
Keith Provan, University of Arizona

- (RT-47) **Genomics and Chronic Disease Programs: Anatomy of the Integration Process**
Janice Bach, Centers for Disease Control and Prevention

- (RT-48) **Schooled in Asthma: Physicians and Schools Managing Asthma Together**
Lori Feltz and Howard Taras, American Academy of Pediatrics

- (RT-49) **Six-Month Health/Behavior Outcomes, Savings for the Washington State Medicaid Disease Management Program**
Alice Lind, Washington Medical Assistance Administration

Roundtable Discussions

- (RT-50) **Health-Related Quality of Life Among Mississippi Adults with Arthritis**
Lei Zhang, Mississippi State Department of Health
- (RT-51) **Prevalence of Physical Activity and Sports Team Membership Among Texas 4th-, 8th-, and 11th-graders**
Cristina Barroso, University of Texas
- (RT-52) **The Alamosa Farmer's Market Project**
Missy Dunnahoo, Rocky Mountain Prevention Research Center
- (RT-53) **The Game of Health: Creating Healthy People**
Reni Courtney, University of Texas at Arlington
- (RT-54) **Evidence-Based Public Health Decision Making for Chronic Disease Prevention**
Karen Peters, University of Illinois at Chicago School of Public Health
- (RT-55) **Improved Program Planning by Integrating Science-Based Outcome Indicators in an Online Progress Reporting System**
Lisa Petersen, Centers for Disease Control and Prevention
- (RT-56) **Research Translation: Knowing When to Begin and End**
Eduardo Simoes, Centers for Disease Control and Prevention
- (RT-57) **The Body and Soul Program: A Partnership to Translate Effective Research into Practice**
Alexis Williams, Centers for Disease Control and Prevention
- (RT-58) **The Effectiveness of School-Based Nutrition Interventions: A Systematic Review in the Guide to Community Preventive Services**
Laurie Anderson, Centers for Disease Control and Prevention
- (RT-59) **A Model for Comprehensive Strategic and Evaluation Planning**
Debra Holden, RTI International
- (RT-60) **Developing a Comprehensive Community-Based Diabetes Management System**
Douglas Kelling, NorthEast Medical Center
- (RT-61) **Developing and Using Indicators in Program Evaluation**
Sheila Porter, Centers for Disease Control and Prevention
- (RT-62) **Discovering What Works: Understanding Strengths of Evidence**
Peter Briss, Centers for Disease Control and Prevention
- (RT-63) **Get Your Screen Test**
Kathryn Rowley, Utah Cancer Control Program

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Special Event

12:30 p.m.- 1:30 p.m.

The Gold Medal Legacy Mile

National Zoological Park

Conference attendees are cordially invited to participate in the Gold Medal Legacy Mile, sponsored by Accusplit, Inc. and the Utah Department of Health. Participants will enjoy walking a course at the beautiful National Zoo, which is in close proximity to the conference hotel. The Gold Medal Legacy Mile will be led by Grand Marshal James Marks, Director of the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP). We will also be joined by a surprise guest from The President's Council on Physical Fitness and Sports.

Here are just a few reasons to join in the walk:

The National Zoo has one-of-a-kind exhibits including the rare giant pandas, Mei Xiang and Tian Tian.

The National Zoo panda mascot will join the walk to encourage walkers on their mile course through the zoo terrain.

Participants in the event will receive a beautiful commemorative Panda lapel pin, thanks to the generosity of the Utah Department of Health's Cardiovascular Health Program.

Points earned from participating in the Gold Medal Mile will apply toward the Conference Healthy Activity competition with prize drawings to be awarded at the close of the conference.

Individual and group photos will be taken at the event to commemorate the experience.

Participants may get additional information about the Gold Medal Legacy Mile onsite at the Welcome Table.

Plenary Panel Session

2:00 p.m. - 3:30 p.m.

Higher Education and State Health Departments Collaborative

Delaware A

Moderator

Michael D. Lebowitz, PhD, FCCP

University of Arizona College of Public Health

Presenters/Speakers

James L. Coleman, Jr., EdD, MS, CHES

South Carolina Department of Health and Environmental Control

Michael S. A. Richardson, MD, FACP, DTCD

Department of Veteran Affairs

Carolyn Jenkins, DrPH, APRN-BC-ADM, FAAN

Medical University of South Carolina

In this session, presenters will describe how partnerships between higher education and state health departments can be facilitated and successfully reduce health disparities related to chronic disease. South Carolina's Department of Health and Environmental Control has a strong partnership with the Medical University of South Carolina's REACH program to share resources, reduce duplication of services, and conduct surveillance and monitoring of the burden of diabetes. The District of Columbia Department of Health and George Washington University School of Public Health are collaborating annually on a chronic disease conference to disseminate information on awareness education and training.

Plenary Panel Session

2:00 p.m. - 3:30 p.m.

Delaware B

Factors Associated with Policy Implementation and the Use of Policy as Intervention

Moderator

Ross C. Brownson, PhD

Saint Louis University School of Public Health

Presenters/Speakers

Nancy Brener, PhD

Centers for Disease Control and Prevention

Frank J. Chaloupka, PhD

University of Illinois at Chicago

Policy decisions affect all aspects of our society, including the health of the communities in which we live. It is increasingly recognized that policy decisions affect the risks and management of chronic disease, from determining access to tobacco to access to health care. More attention is needed to the factors that may influence the use of policy and the use of policy as change intervention in public health agencies. This session will describe factors related to the presence or absence of school health policies and recent work on alcohol taxes as policy intervention. Dr. Brener will describe a study examining variation in health-related policies and programs in schools across the United States. Dr. Brener will also describe recent work on the relationship between school health councils and policies related to school health. Finally, she will describe the implications of this work for understanding how schools across the United States are struggling to influence school health policies. Dr. Chaloupka will review the history of state alcohol taxes and describe research on the effect of increasing taxes on alcohol use and abuse. Dr. Chaloupka will also describe how this work is setting the stage for future work designed to document the economic impact of alcohol and possibly for a more in-depth assessment of alcohol taxes as an effective policy intervention.

Abstract Session

2:00 p.m. - 3:30 p.m.

Partnering with Schools to Promote Nutrition and Physical Activity

Virginia A

Moderator

Regina M. Fields, MS, CHES

University of South Carolina

Presenters/Speakers

Lisa K. Grost, MHSA

Michigan Department of Community Health

Jhana R. O'Donnell, MPH

Massachusetts Department of Education

Shannon Carney Oleksyk, MS, RD

Michigan Department of Community Health

This session highlights promotion of environmental change through creative partnerships. A presenter will discuss how the Michigan departments of education and community health collaborated to encourage schools to improve their physical activity and nutrition environments by employing the CDC's *School Health Index*. From this, participants will learn how they might use the School Health Index to create low-cost environmental changes. The session then moves into a discussion of the role of Michigan schools in promoting healthy weight, a statewide consensus recommendation developed through a partnership between the Michigan state departments of education and public health and 30 statewide organizations. In addition, the presenter will describe five initiatives formed to facilitate implementation of consensus guidelines in schools to promote healthy weight. Last, the pilot test of the Assessment Initiative in Middle School Physical Education in six middle schools in Massachusetts will be described. The presenter will demonstrate using the System for Observing Fitness Instruction Time to analyze student physical activity and education.

Abstract Session

2:00 p.m. - 3:30 p.m.

Leadership and Partnership

Virginia B

Moderator

Russell Sniegowski, MPH

Centers for Disease Control and Prevention

Presenters/Speakers

Garry M. Lindsay, MPH, CHES

Partnership for Prevention

Nicolette I. Teufel-Shone, PhD

University of Arizona

Tracey Westfield, MPP

National Governors Association

This session focuses on creative partnering and the importance of strong leadership in efforts to promote health. The session begins with a description of the National Call to Action, a project to engender a nucleus of CEOs who understand the business case for work site health and who then inform other CEOs that, done right, health benefits and work site health promotion can be investments that produce a positive, measurable return and improve corporate performance. The presenter will provide details of a national benchmarking study, which identified the best workplace health promotion programs in the United States, including the identification of eight characteristics of the best programs that have an impact on a work site health program's success. By describing the partnership of the Southwest Center for Community Health Promotion and the U.S.-Mexico border counties, the next panelist will illustrate how leadership, partnership, and trust influence a community's capacity to work collaboratively for health promotion and policy change. One component of these partnerships is county-specific coalitions formed to link various sectors of the community to change health systems and policies at the local level. The investigators will share how they analyzed the coalition meeting minutes as a creative method for understanding how partnerships express and mobilize elements of community capacity to address local issues. The final presenter will describe the efforts of the National Governors Association (NGA) to target communication and research about effective active living policies with its members. The NGA will provide cost/benefit data and observations about programmatic and policy trends taking place in the executive branch of state government. Participants will hear about several policy approaches that governors and their agencies are using to promote routine physical activity.

Abstract Session

2:00 p.m. - 3:30 p.m.

You Thought They Would Never Change? Virginia C **Effective Strategies for Older Adult Healthy Lifestyles**

Moderator

Jason E. Lang, MPH, MS

Centers for Disease Control and Prevention

Presenters/Speakers

Mary Visser, PhD

American Association for Active Lifestyles and Fitness

Sandra Maldague, MPH

American Society on Aging

Serena Sanker, MSG

National Council on the Aging

The CDC's Network of National Programs to Support Healthy Aging comprises national organizations with similar missions that work together to showcase behavior change strategies/methods appealing to practitioners working at the local level with older adults. Projects have been integrating the individual-focused interventions found in many aging network interventions with public health's population-focused strategies to encourage healthy aging. This panel will address findings from five national contributing organizations, including 1) the American Society on Aging (ASA), which conducted a case study on a sample Web-based module to evaluate ASA's health promotion online curricula for practitioners; 2) the National Council for the Aging, which conducted a national competition for best practices in physical activity programming, subsequently identifying 10 exceptional programs; 3) the American Association for Active Lifestyles and Fitness, which conducts knowledge-based physical activity workshops to motivate sedentary older adults to begin physical activity programs; 4) the Institute for the Future of Aging Services, which conducts focus groups and interviews with older adults and aging-service professionals to learn about preferred messages and images for consumer education brochures dealing with health promotion and behavior change (i.e., getting immunized for influenza and pneumococcal disease); and 5) the National Safety Council, which assesses the effectiveness of messages and outreach brochures for prevention of falls. This panel will showcase best practices in behavior change programs, behavior change strategies, and lessons learned from the field through their various projects, as a network and through the members' individual organizations. Participants will learn about a variety of network-developed behavior change resources to help promote healthy lifestyles in older adults.

Special Session

2:00 p.m. - 3:30 p.m.

Marriott Balcony D

Payoffs of Participatory Approaches for Evaluation and Program Planning: Examples from CDC

Moderator

Eduardo J. Simoes, MD, MSc, MPH

Centers for Disease Control and Prevention

Presenters/Speakers

Lynda A. Anderson, PhD

Centers for Disease Control and Prevention

Alan W. Cross, MD

University of North Carolina, Chapel Hill

Demia L. Sundra, MPH

Centers for Disease Control and Prevention

CDC's evaluation framework makes clear that achieving use in evaluation is predicated on a participatory approach, starting with engaging stakeholders. Such engagement yields consensus, buy-in, and evaluation capacity-building among stakeholders. Participatory approaches are challenging for nationally established programs, and some question the return on investment in a participatory approach. This panel includes a CDC initiative whose public health issues are complex, multifaceted, have multiple stakeholders, and in which there is high probability of widely varying perspectives on program outcomes, accountability and responsibility, key activities, and optimal measures of success. Presenters will describe an initiative that uses a series of participatory methods. The panelists will discuss this evaluation planning project for the CDC's Prevention Research Centers program.

Special Session

2:00 p.m. - 3:30 p.m.

The Diabetes Detection Initiative: Finding the Undiagnosed

Maryland A

Moderator

Howard Zucker, MD, JD, LLM

Department of Health and Human Services

Presenters/Speakers

Ann L. Albright, PhD, RD

Office of the Surgeon General

Andrew Lanza, MPH

Centers for Disease Control and Prevention

Kenneth S. Fink, MD, MGA, MPH

Agency for Healthcare Research and Quality

The Diabetes Detection Initiative (DDI) is a new and aggressive initiative from the U.S. Department of Health and Human Services designed to identify the estimated 5.9 million Americans with undiagnosed diabetes. This is a bold new screening strategy with a focus on helping people understand their diabetes risk.

Identifying a large number of people with unrecognized diabetes will allow them to benefit from early interventions to prevent or delay both the microvascular and macrovascular diseases that can result from diabetes. The dramatic benefits of this effort will lead to improvements in mortality, morbidity, and quality of life, and lower financial costs to individuals and society that result from diabetes complications.

The DDI is a new direction in health screening that effectively addresses traditional challenges. An interdisciplinary team has developed a specific implementation plan for the DDI, described as a rigorous "selective screening" approach. This plan targets high-risk populations where they live, work, and play. A major outcome of this effort will be a "call to action" that will link high-risk individuals to various health care systems for appropriate followup and care.

Special Session

2:00 p.m. - 3:30 p.m.

A Public Health Action Plan to Prevent Heart Disease and Stroke: Galvanizing and Mobilizing the Nation

Marriott Ballroom

Moderator

Darwin Labarthe, MD, MPH, PhD

Centers for Disease Control and Prevention

Presenters/Speakers

Mary Kane

Concept Systems, Inc

Mark A. Schoeberl, MPA

American Heart Association

Nancy B. Watkins, MPH

Centers for Disease Control and Prevention

A Public Health Action Plan to Prevent Heart Disease and Stroke was developed through a partnership of the CDC and several national associations, including the American Heart Association, American Stroke Association, the Association of State and Territorial Health Officials, and others. Introduced by Health and Human Services Secretary Tommy G. Thompson at the "Steps to a HealthierUS: Putting Prevention First" conference in Baltimore in April 2003, the Plan is a public health strategy that provides health practitioners and policy makers with a blueprint to address both treatment and prevention of heart disease and stroke, the nation's first and third leading causes of death. The plan aligns with the Secretary's national initiative *Steps to a HealthierUS*, which places equal emphasis on both prevention and treatment as critical steps to solving America's health care crisis.

CDC, through its Cardiovascular Health Branch, currently funds 32 states and the District of Columbia to establish heart disease and stroke prevention programs. Through state-based programs, CDC seeks to reduce disparities in treatment, risk factors, and disease; reduce disabling conditions; and promote healthier, longer lives for all Americans.

Special Sessions

2:00 p.m. - 3:30 p.m.

Identifying and Eliminating Disparities: A Pilot Process for Success

Maryland B

Moderator

Sharon Kohout, MA

Centers for Disease Control and Prevention

Presenter/Speaker

Catheryn Brue

Wisconsin Department of Health and Family Services

Galen Louis, PhD

Idaho Department of Health and Welfare

Discussant

Kevin T. Collins, MPA

Centers for Disease Control and Prevention

One of the major goals of the Office on Smoking and Health's National Tobacco Control Program (NTCP) is to identify and eliminate tobacco-related disparities. However, states and territories have been struggling with how to successfully address this goal. NTCP grantees have tried with varying success to increase diversity and inclusivity in their tobacco control efforts; however, a science-based, data-driven process to identify disparities has been lacking. In 2002, the CDC's Office on Smoking and Health (OSH) provided 13 states and 1 territory with funds to help them identify and eliminate tobacco-related health disparities. CDC provided the supplemental funding through the Disparities Pilot Project. This funding, along with intensive technical assistance and training from OSH, enabled the grantees to develop tools and strategies to 1) identify and define the disparities that exist among specific populations in their states or territories, 2) undergo a strategic planning process with a diverse and inclusive workgroup in order to address these disparities, and 3) develop an action plan that will begin to reduce and eliminate the identified disparities. This panel presentation will provide participants with an overview of a state-level comprehensive process for eliminating tobacco-related disparities, in addition to specific approaches outlined in two state case studies. Key benefits include becoming acquainted with new approaches, skills, and tools for addressing disparities (e.g., surveillance tools, logic models); discussing lessons learned with states who are tackling difficult issues; and identifying challenges and opportunities in addressing disparities.

Skills Building Session

2:00 p.m. - 3:30 p.m.

Turning Formative Research Results into Social Marketing Strategies

Maryland C

Moderator

Carrie Heitzler, MPH

Centers for Disease Control and Prevention

Skills Building Instructor

Beverly Schwartz, PhD, CHES

Fleishman Hillard International Communications

Conversations with state health department staff, CDC project officers, and consultants working with states to prevent chronic diseases have identified a gap in state capacity to manage the transition from formative research to strategy development. This session is designed to help participants make that transition. Once formative research is completed, it can be difficult to incorporate the results of that research into program design. A case study will be presented including program goals and objectives and formative research for a specific target audience. Participants will work through the development of a social marketing strategy using the information from the case. The strategy will address the entire marketing mix, including the identification of a desired behavior or product, determination of the price of that product to the target audience, product placement, and promotion of the behavior or product.

Skills Building Sessions

2:00 p.m. - 3:30 p.m.

Better Logic Models Through Program Theory and Use of Theoretical Frameworks

Marriott Balcony C

Moderator

Mary E. Lowrey

Centers for Disease Control and Prevention

Skills Building Instructors

Thomas J. Chapel, MA, MBA

Centers for Disease Control and Prevention

Bruce Leonard, MPH

AIM 2010

Many programs have come to recognize the benefits of logic models (or outcomes road maps) in program planning and evaluation. However, logic models are only as good and accurate as their underlying theory, and too often programs fail to test their program logic models against readily available theoretical frameworks. This session will show participants how to take a standard program logic model and enhance its program theory by using insights from varied theoretical frameworks such as Precede-Proceed, the essential public health services, primary/secondary/tertiary prevention, stages of change, and ecological frameworks. Using some sample program logic models, we'll show how use of these frameworks force the program to ask important questions about its approach and intended outcomes, and how these frameworks help the program devise a more effective approach and more accurate logic model.

2:00 p.m. - 3:30 p.m.

Presentation Session

Washington 3

Research Translation: Principles and Practice

Moderator

David L. Katz, MD, MPH, FACPM, FACP

Yale-Griffin Prevention Research Center

Presenters/Speakers

Lawrence W. Green, DrPh

Centers for Disease Control and Prevention

Charles Deutsch, ScD

Harvard School of Public Health

Barbara A. Leonard, MPH

Maine Bureau of Health

An overview of key principles related to research utilization and translation will be provided, followed by a case presentation of the Harvard PRC/Maine collaboration. The presenters will address the challenges of moving from principles to practice and will offer guidance toward reliable solutions.

Panel Presentation

4:00 p.m. - 5:30 p.m.

Creative Partnerships: State Departments of Education and State Health Departments

Delaware A

Moderator

Elaine S. Belansky, PhD

*Rocky Mountain Prevention Research Center,
University of Colorado Health Sciences Center*

Presenters/Speakers

Paula Hudson Collins

North Carolina Department of Public Instruction

Michael Sanderson, MPH

North Carolina Department of Health and Human Services

Jaki Ellis, MSED, CHES

Maine Department of Education

William E. Primmerman

Maine Department of Education

This session will explore collaboration through creative partnerships between state education departments and state health departments using models from North Carolina and Maine.

The North Carolina Department of Public Instruction and the North Carolina Department of Health and Human Services have built a successful partnership over the past several years. Joint projects have included working with state institutions of higher education to increase the understanding of the link between student health and academic performance among future and current school administrators. The departments have also worked jointly to connect the state's "Closing the Achievement Gap" program and the Reducing Health Disparities initiative.

Maine is one of 18 states funded through CDC's Division of School Health to improve the health, education, and well-being of young people through Coordinated School Health Programs. Over the past 6 years, Maine has built its state and local infrastructure based on CDC's 8-component model. At the state level, the program has two coordinators, one in the Department of Education and one in the Department of Human Services, Bureau of Health. The program leads, guides, and facilitates a state agency Interdepartmental Coordinating Committee of over 30 state agency program managers (who work with schools) from 7 state agencies. The program facilitates a key advisory committee of representatives from 36 nongovernmental organizations, reports to the Governor's Children's Cabinet, and serves on the Cabinet's Senior Staff. At the local level the program has 31 Healthy Maine Partnership sites (Community School Partnerships) that implement the Coordinated School Health Program model in the local school administrative units. This includes a school health coordinator, a school health leadership team, and a community advisory group or coalition to advocate at the local level for quality school health programs.

Abstract Session

4:00 p.m. - 5:30 p.m.

Identifying and Reducing Health Disparities

Delaware B

Moderator

Nancy E. Hood, MPH

University of New Mexico Prevention Research Center

Presenters/Speakers

Bechara Choucair, MBA

Crusader Central Clinic Association

Diane B. Wilson, EdD, MS, RD

Virginia Commonwealth University

Matt C. McGorray, MS

*Southwest Center for Community Health Promotion,
Arizona College of Public Health*

Eliminating disparities is the central focus of this session. First, participants will hear about adapting the chronic care model in the Health Care for the Homeless Program at Crusader Clinic in Rockford, Illinois. In this study, the chronic care model is used to help improve health outcomes for hypertension, diabetes, and asthma among the homeless population. Participants will then be introduced to Walking Counts!, a low-impact exercise program for breast cancer survivors. The presenter will describe the program's characteristics and the results of a pilot test of its impact on steps per day and body mass index in a population of African American breast cancer survivors. The last presenter will describe how the Arizona Behavioral Risk Factor Surveillance System was used to estimate chronic disease risk factor prevalence by border county residence and Hispanic ethnicity for the years 1992–2001.

Abstract Session

4:00 p.m. - 5:30 p.m.

Heart-Healthy and Stroke-Free: Making the Business Case to Employers/Purchasers for Preventing Heart Disease

Marriott Ballroom

Moderator

Constance Mols Bayles, PhD, FACSM

*Center for Healthy Aging, University of Pittsburgh,
Graduate School of Public Health*

Presenter/Speaker

Dyann M. Matson-Koffman, DrPH, MPH, CHES

Centers for Disease Control and Prevention

This presentation will highlight two CDC initiatives aimed at educating employers about what health benefits and interventions will have the greatest impact on preventing heart disease and stroke, and reducing associated costs. The panel will describe how the CDC conducted a literature review and met with the Washington Business Group on Health to present effective interventions and “promising practices” for controlling heart disease and stroke and related risk factors. The CDC is also working with the American Institute of Research to develop a toolkit for states that will contain similar information. Findings described by the presenters suggest that the most promising and effective interventions for improving the prevention and control of high blood pressure and high blood cholesterol in health care settings include quality care teams and protocols that follow national treatment and prevention guidelines, the use of physician and patient reminders via automated record systems, and patient education combined with quality improvement goals. In the work site setting, the most promising interventions are individual counseling and follow-up, combined with environmental supports (e.g., health risk appraisals, wellness communications, health education classes, and access to healthy food choices and exercise facilities). Based on information from nine organizations, the return on investment estimates ranged from \$1.40–\$4.90 in savings per dollar spent for work site health management interventions. Employers should consider a comprehensive systems-level approach that emphasizes the most promising interventions to have the greatest impact on preventing heart disease, stroke, and related costs.

Abstract Sessions

4:00 p.m. - 5:30 p.m.

Utilizing Research to Create Environmental and Policy Change in Diverse Communities

Virginia A

Moderator

Russell Sniegowski, MPH

Centers for Disease Control and Prevention

Presenters/Speakers

Cheryl M. Kelly, MA, MPH

Saint Louis University School of Public Health

Akiko S. Hosler, PhD

New York State Department of Health

Jill G. de Zapien

University of Arizona, Mel and Enid Zuckerman

Arizona College of Public Health

This session will highlight efforts to create environmental and policy change supporting healthy behaviors in an African American community, an underserved community, and a U.S.–Mexico border community. To begin the session, participants will learn about the process of concept mapping, a participatory method that community members and health practitioners used to more effectively develop culturally appropriate, locally defined interventions to increase physical activity and to advocate for environmental and policy changes. As explained by the second presenter, diabetes self-care requires careful meal planning. Residents in underserved communities, however, may face barriers because of limited food resources in their environment. Participants will hear about the techniques that project investigators used to develop and test tools to assess the availability, affordability, and accessibility of food-related items recommended for people with diabetes in underserved communities. The final presenter will identify successful strategies for developing, implementing, and evaluating policy changes designed to prevent chronic disease in U.S.–Mexico border communities. One such strategy, Special Action Groups, will be highlighted as an effective tool for policy change that is likely to be generalizable throughout the U.S.–Mexico border region and beyond.

Abstract Sessions

4:00 p.m. - 5:30 p.m.

Shaping a National Research Agenda: The Cancer Prevention and Control Research Network

Virginia B

Moderator

John B. Lowe, DrPH, FAHPA, FAAHB

Iowa Prevention Research Center, College of Public Health

Presenter/Speaker

Pamela K. Brown, MPA

Mary Babb Randolph Cancer Center

This session will provide an overview of the Cancer Prevention and Control Research Network (CPCRN), a federally funded network of academic, public health, and community partners that work together to reduce the burden of cancer. The CPCRN was established in October 2002 and is funded by the Centers for Disease Control and Prevention and the National Cancer Institute. Network members are geographically distributed across the nation, enhancing opportunities to develop community partnerships and to conduct community-based assessments, evaluation, and research with populations that represent nearly all medically underserved, racial and ethnic minority groups (priority populations) in the United States. The Network will expand community-based cancer prevention and control, intervention, and dissemination research and facilitate the translation of effective interventions into practice. The CPCRN will conduct intervention and dissemination research that addresses gaps and builds on recommendations in the *Guide to Community Preventive Services*. For example, research efforts will focus on promoting primary prevention (e.g., tobacco control, diet, physical activity); increasing the use of breast, cervical, and colorectal cancer screening; and promoting informed decision-making for prostate and colorectal cancer screening. The CPCRN represents an innovative approach for addressing the challenge of identifying effective interventions and promoting diffusion of these interventions into communities. This presentation will provide an overview of CPCRN accomplishments to date, including the development of mission and vision statements, communication systems, a strategic plan, and guiding principles. An overview of individual Network Centers will also be provided and current research projects highlighted.

Special Session

4:00 p.m. - 5:30 p.m.

Marriott Balcony C

The VERB™ Campaign: First Year Evaluation Findings and Phase Two Activation Strategies and Partnerships

Moderator

Janet L. Collins, PhD

Centers for Disease Control and Prevention

Presenters/Speakers

Faye L. Wong, MPH

Centers for Disease Control and Prevention

Marian Huhman, PhD, MA, BSN

Centers for Disease Control and Prevention

Susan McCarthy, MPH, CHES

Centers for Disease Control and Prevention

CDC's VERB™ Campaign is a national social marketing effort to increase and maintain increased physical activity among tweens (children aged 9–13 years). Paid mass media advertising is the cornerstone of the campaign. This includes television, radio, print, and out-of-home advertising aimed at tweens and parents. In phase one, the campaign created its brand and focused on building brand awareness, brand affinity, and brand identity with getting active and having fun. In phase two, the focus has been shifted to activation.

By creatively partnering with media and other corporate partners, VERB presents physical activity to tweens as cool, fun, and rewarding. Added value marketing opportunities such as contests and sweepstakes, customized in-school promotions, sponsorship of in-market events, and advertorials extend the reach of the campaign through media partners. The campaign delivers several national promotions throughout the year, such as the Longest Day of Play, in which organizations can participate to drive tweens toward increased physical activity. Through partnerships with schools and youth-serving organizations, these promotions provide tweens with fun opportunities to try new activities and be active in their communities.

CDC developed the Youth Media Campaign Longitudinal Survey (YMCLS) as its primary tool to measure the campaign's outcomes and effects. Using computer-assisted telephone interviewing, a random-digit-dialed sample of 3,000 tweens and their parents were interviewed in the spring of 2002 to obtain baseline measures and again in the spring of 2003 as a follow-up. The year one follow-up results of the YMCLS will be available in late January 2004.

This presentation will unveil the VERB Campaign's first year outcomes and introduce the activation phase advertising, marketing strategies/promotions and partnerships.

Skills Building Session

4:00 p.m. - 5:30 p.m.

Thinking Like a Marketer: Message Design

Virginia C

Moderator

Catherine A. Hutsell, MPH

Centers for Disease Control and Prevention

Skills Building Instructor

Gwendolyn P. Quinn, PhD

University of South Florida

This session will review basic social marketing concepts as applied to the design, testing, and evaluation of effective health messages.

thursday february 19, 2004

Skills Building Sessions

4:00 p.m. - 5:30 p.m.

Making Sense of Physical Activity Prevalence Estimates

Maryland A

Moderator

Barbara A. Bowman, PhD

Centers for Disease Control and Prevention

Skills Building Instructors

Michelle M. Yore, MSPH

Centers for Disease Control and Prevention

Sandra Ham, MS

Centers for Disease Control and Prevention

Physical activity continues to be a critical health behavior for public health. Assessment and surveillance of physical activity can be difficult and confusing because of different data sources and assessment techniques. The purpose of this session is to provide an overview of key comparisons and contrasts in data sources that provide physical activity prevalence estimates nationally and in the states.

Skills Building Sessions

4:00 p.m. - 5:30 p.m.

Understanding and Evaluating Economic Studies for Informed Decision-Making

Maryland B

Moderator

Frank Vinicor, MD, MPH

Centers for Disease Control and Prevention

Skills Building Instructors

Ping Zhang, PhD

Centers for Disease Control and Prevention

Michael M. Engelgau, MD, MS

Centers for Disease Control and Prevention

With limited resources and increases in demand from competing programs, public health programs need to be evaluated by both their health and economic outcomes. Have you been asked to provide economic data to support your programs? Have you been frustrated with these economic terms: opportunity cost, return on investment, quality-adjusted life year, cost-effectiveness ratio? How can you abstract and interpret information from published literature and use it for your program decisions? How can you evaluate the reliability of information from published literature? This training course is designed for state and other public health officials with no prior formal economics training.

The training will focus on how to understand and interpret results from studies being published, rather than on how to conduct an economic study. In addition to lecture, participants will practice knowledge and skills learned based on an actual published study.

Workshop

4:00 p.m. - 5:30 p.m.

Research Utilization: Findings from Prevention Research

Maryland C

Moderator

Eduardo J. Simoes, MD, MSc, MPH

Centers for Disease Control and Prevention

Presenters/Speakers

Lucy A. Savitz, PhD, MBA

School of Public Health, University of North Carolina

Sally Davis, PhD

University of New Mexico Prevention Research Center

Ross C. Brownson, PhD

Saint Louis University School of Public Health

Calls to ensure the translation of prevention research into practice have escalated in recent years. Results from three prevention research center (PRC) projects examining the utilization of research in public health will be presented. Researchers from the Saint Louis University PRC will describe the results of their project examining translating the results of the physical activity recommendations from the *Guide to Community Preventive Services* into practice. Investigators at the University of New Mexico PRC will describe the results of their study investigating the role of communities in utilizing research-based policies and practices in eight New Mexico public health projects or programs. Researchers at the University of North Carolina PRC will describe the results of their study on how evidence-based guidelines for type 2 diabetes influence health service delivery in both private and public clinic settings. Emphasis is given to the rationale, methods, and findings from each study and the common and distinct factors that may help to identify principles of practice for future translational research. The session examines how the results of these studies fit into the overall picture of research utilization based on a recent review of the prevention research literature.

Skills Building

4:00 p.m. - 5:30 p.m.

Promoting the Use of Tools for Schools Marriott Balcony D

Moderator

Renee E. Sieving, PhD, RNC

Prevention Research Center, University of Minnesota

Skills Building Instructor

Samantha D. Harrykissoo, MPH

Centers for Disease Control and Prevention

The presenter will provide the information, skills, and practical experience that participants need to train health advocates in the use of Tools for Schools such as CDC's School Health Index self-assessment and planning guide and Fit, Healthy, and Ready to Learn.

thursday february 19, 2004



program events

Friday, February 20, 2004

6:30 a.m. — 7:30 a.m.	Start the Day with Healthy Activities	Atrium
6:30 a.m. — 8:00 a.m.	Ancillary Meetings	See Page 105
7:00 a.m. — 10:30 a.m.	Registration	Atrium
7:30 a.m. — 8:30 a.m.	Continental Breakfast - Exhibits Open	Exhibit Hall
10:00 a.m. — 10:30 a.m.	Break and Refreshments - Exhibits Open	Exhibit Hall



friday february 20, 2004

Abstract Session

8:30 a.m. - 10:00 a.m.

**Cost-Effective Community-Based Strategies
for Screening and Reducing Cardiovascular
and Diabetes Risk Factors Among African Americans
in Faith-Based Environments** Delaware A

Moderator

Robert E. Lieb, MS

Centers for Disease Control and Prevention

Presenters/Speakers

Daniel S. Blumenthal, MD, MPH

Morehouse School of Medicine

Cheryl Taylor, PhD

REACH 2010 @ the Heart of New Orleans

Shavon Arline, MPH

REACH 2010 @ the Heart of New Orleans

Eliminating disparities among racial and ethnic groups and increasing quality and years of healthy life are the major goals of REACH 2010 research demonstration projects. This presentation will describe one such project that examined the differences in heart-health behaviors of African Americans in faith-based environments and the impact of faith-based interventions on members' behavior. Participants will hear the preliminary results from a comparative analysis of a BRFSS-like survey, Community Health Assessment Program Survey, that was conducted among 1,100 African American women aged 18 and older in Louisiana. The presenter will also provide details of a profile used to collect baseline data from each of 40 churches. This session will highlight two study conclusions: 1) chronic disease interventions need to be offered on a continuum of risk reduction, from responding to emergency events to rehabilitation referral resources; and 2) the presence of respected community leaders and collaborative relationships empower coalitions to share their resources and expand their reach to the target population.

Abstract Session

8:30 a.m. - 10:00 a.m.

Healthy Behaviors and Quality of Life: Lessons Learned in Diabetes Care, Metabolic Syndrome, and Mental Health

Delaware B

Moderator

Jennifer G. Smith, MSHP

Texas Department of Health

Presenters/Speakers

Marti Wolf, RN, MPH

North Carolina Primary Health Care Association

Deepa C. Bangalore, MBA

Wright State University

James Lando, MD, MPH

Centers for Disease Control and Prevention

This session focuses on strategies for promoting healthy behaviors and, thus, quality of life and lessons that can be applied to a variety of settings. The first presenter will discuss the planning, implementation, and outcomes of the North Carolina Diabetes Collaborative, the result of a partnership between the North Carolina Diabetes Prevention and Control Program and the North Carolina Primary Health Care Association. Fourteen teams from various health care settings across North Carolina were recruited to participate in this intervention to address chronic disease management focusing on diabetes. Teams address system-level changes and track improvement in care delivery and health outcomes. Next, participants will hear about research documenting how early treatment of metabolic syndrome in the uninsured may help reduce the incidence of cardiovascular events, result in increased Quality-Adjusted Life Years, and thus be more cost-effective. The presenter will describe how researchers used a Markov model to estimate costs and effectiveness of treating the risk factors (any combination of hypertension, hyperlipidemia, and diabetes) versus treating the late-term outcomes alone (e.g., stroke, myocardial infarction, and end-stage renal disease). By offering examples of the complex interactions between mental health and physical health, the final presenter will explain that mental health and mental illness are both risk factors for, and consequences of, physical health and physical illness. Participants will gain a better understanding of mental health and mental illness surveillance and research indices and the possible implications for policy and practice.

Abstract Session

8:30 a.m. - 10:00 a.m.

Health Promotion Program Examples Highlighting Social Marketing

Virginia A

Moderator

Daniel Sadler, MPA

Centers for Disease Control and Prevention

Presenters/Speakers

Sharon Mierzwa, MPH, RD

Connecticut Department of Public Health

Jessica Gourdet-Murray, MPH

New York City Department of Health and Mental Hygiene

Julie A. Marshall, PhD

*Rocky Mountain Prevention Research Center,
University of Colorado Health Sciences Center*

Desiree D. Backman, DrPH, MS, RD

Public Health Institute

The presenters in this session showcase examples of creating policy and environmental change through social marketing. Participants will discover how community involvement was used to overcome initial resistance to obesity prevention efforts in Ledyard. This study is a good example of how communication methods increased community participation. The community mobilized to address short- and long-term objectives to promote increased physical activity and improve the nutritional status of its residents. The California 5 a Day Campaign, led by the California Department of Health Services in cooperation with the National 5 A Day Partnership, is a social marketing campaign that empowers Californians to eat healthy. Participants will learn about this multichannel intervention that targets individual behavior, policy, and environmental change. Moreover, participants will learn about its positive impact on California's diverse population and evaluation methods used to measure its impact. The New York City Department of Health and Mental Hygiene administered the multicomponent Commissioner's Challenge as a pilot program to all agency employees. The Commissioner's Challenge encouraged employees to learn more about their health with components such as "Know Your Numbers" and "Move for Life." The presenter will describe the concept and components of the Commissioner's Challenge and how other health professionals can develop similar incentive-based health promotion programs.

Abstract Session

8:30 a.m. - 10:00 a.m.

Effective Partnerships to Promote Health in Different Settings

Virginia B

Moderator

Jennifer B. Hunter, MPH, MA

Arizona Prevention Research Center -

Southwest Center for Community Health Promotion

Presenters/Speakers

Jodi L. Abbott, PhD

Canadian Diabetes Association

Michael A. Acosta

New York State Department of Health

Ella Greene-Moton

Flint Odyssey House, Inc., Health Awareness Center

Addressing health disparities in the community starts in the community. This session gives the opportunity to address community involvement and effective partnerships in eliminating health disparities. The first presenter discusses the Alberta Healthy Living Framework developed by the Alberta Healthy Living Network. The Framework outlines seven priorities for integrating activities to prevent common risk factors for chronic disease. Priorities include partnership development and community linkages; awareness and education; surveillance; best practices; research and evaluation; health disparities; and healthy public policies. The second presenter describes how the Prevention Research Center National Community Committee and Concept Systems used concept mapping to elicit stakeholder input about initiatives to promote and enhance community-academic partnerships. The last presenter examines mobilized community action to eliminate health disparities through coalition-driven, asset-based, neighborhood-specific program designs. Funded by the Minority Health Community Partnerships initiative, the New York State Department of Health established 16 coalitions that were trained on coalition development, the Asset-Based Community Development model, and use of the model in public health interventions. These coalitions address health disparities by implementing strategies that build skill sets and competencies useful to their communities.

Abstract Session

8:30 a.m. - 10:00 a.m.

Using Social Marketing Techniques to Promote Healthy Living

Virginia C

Moderator

Kathleen H. Acree, MD, MPH, JD

California Department of Health Services

Presenters/Speakers

Ericka L. Burroughs, MA, MPH

University of South Carolina

Patricia E. Fell, RN, MS, ANP

United Health Services Hospitals

Elizabeth Schar

HealthcarePOV

Social marketing strategies are an innovative way of promoting healthy living. In this session, three presenters will discuss the benefits of and lessons learned about incorporating social marketing techniques into their campaigns. First, a presenter will discuss how researchers conducted focus groups as consumer research to develop social marketing activities in a South Carolina county. Themes relating to physical activity were identified as participants were asked questions focusing on preferred walking location, social support for physical activity, preferred incentives, and characteristics of trails. Next is a discussion on the use of mass media to help promote walking among the residents of Broome County, New York. To promote walking, BCWalks employed media campaign, public relations, and public health activities including walking events such as "Walk with a Doc"; preprinted prescription pads; work site challenges; and use of TV, radio, and print. Last, researchers conducted a review of lessons learned about effective elements of secondhand smoke campaigns. The review focused on motivating smokers not to smoke around nonsmokers and policy change facilitated by building knowledge and changing attitudes. Lessons learned about effective campaign elements include the need for appropriate tone and format, adequate media presence, specific targets, and thorough evaluation. In addition, presenters will highlight the differences in strategies and tactics needed for campaigns focusing on individual change versus policy change.

Special Session

8:30 a.m. - 10:00 a.m.

SMART BRFSS: Putting It to Work for You

Maryland A

Moderator

Michele Sussman Walsh, MEd, CHES

Centers for Disease Control and Prevention

Presenters/Speakers

Fred N. Breukelman, CHES

Division of Public Health, Delaware Health and Social Services

Ali H. Mokdad, PhD

Centers for Disease Control and Prevention

Skills Building Instructors

William Livingood, PhD

Duval County Health Department

Donna Nichols, MEd, CHES

Texas Department of Health

Part 1: Interactive opportunity to learn how to best utilize the SMART BRFSS (Selected Metropolitan/Micropolitan Area Risk Trends from the Behavioral Risk Factor Surveillance System) Web site.

Part 2: Panel discussion on local surveillance data, including the development of SMART BRFSS, other local BRFSS analysis, and how state and local health departments use BRFSS data to support policy development and public health program implementation and evaluation.

Special Session

8:30 a.m. - 10:00 a.m.

Chronic Disease Epidemiology Mentoring Program

Maryland B

Moderator/Presenter

Paul Z. Siegel, MD, MPH, FACPM

Centers for Disease Control and Prevention

Presenters/Speakers

Eugene J. Lengerich, VMD, MS

Penn State University

Ihsan A. Azzam, MD, MPH

Nevada State Health Division

Jeffrey Armitage

Nebraska Health and Human Services System

Donald F. Austin, MD, MPH

Oregon Health and Sciences University

In 2002 NCCDPHP initiated a pilot Chronic Disease Epidemiology Mentoring Program intended to help states build chronic disease epidemiology capacity.

Presenters in this session will describe the conceptual framework and competencies of the Mentorship Program; review and briefly evaluate mentorship activities conducted in four pilot states; answer questions about how states can request mentoring support; and provide results from analyses conducted by health department staff who have received mentoring.

Skills Building Session

8:30 a.m. - 10:00 a.m.

Writing SMART Objectives Using Surveillance Data

Maryland C

Moderator

Jeffrey R. Harris, MD, MPH, MBA

*University of Washington School of Public Health and
Community Medicine*

Skills Building Instructors

Sheila Porter, MPA

Centers for Disease Control and Prevention

Michael Schooley, MPH

Centers for Disease Control and Prevention

Many programs, especially state-funded tobacco control efforts, need surveillance data to show the positive changes that have resulted from their efforts. This workshop provides examples of how public health programs can write achievable SMART objectives and use surveillance data to guide and strengthen their evaluations. Attendees will learn how to use data when choosing indicators and writing SMART objectives for the program's outcomes. Examples from the Youth Tobacco Survey and Adult Tobacco Survey will be used to practice this skill. Participants will also learn how to link short-term objectives with intermediate and long-term objectives.

Skills Building Session

8:30 a.m. - 10:00 a.m.

Building and Sustaining Partnerships: Lessons from Comprehensive Cancer Control Marriott Balcony C

Moderator

Leslie Given

Centers for Disease Control and Prevention

Skills Building Instructors

Lori Belle-Isle, MPH

American Cancer Society

Tina Gill, MAIOC

Centers for Disease Control and Prevention

This session will provide participants with real examples and practical tools for building effective partnerships in public health, using state-based comprehensive cancer control partnerships as a model.

Plenary Session

10:30 a.m.- 11:30 a.m.

Infrastructure Investments for Physical Activity in Communities

Marriott Ballroom

Moderator

David L. Katz, MD, MPH, FACPM, FACP
Yale-Griffin Prevention Research Center

Presenter/Speaker

Mark Fenton

*Author, The Complete Guide to Walking for Health,
Weight Loss, and Fitness*

Mark Fenton, host of the PBS series “America’s Walking” and author of *The Complete Guide to Walking for Health, Weight Loss, and Fitness* (Lyons Press, 2001), will inspire us and suggest some of the keys to motivating others to invest in supportive infrastructure and policies for physical activity at the local and regional level. It is widely recognized that the leading causes of premature death in the United States are related to unhealthy lifestyle factors. The “evil triad” of smoking, poor nutrition, and physical inactivity account for the vast majority of chronic disease and early death in the United States. The last of these is especially intractable, in part because of dramatic decreases in routine physical activity in recent decades. Though we have seen some success in reducing tobacco consumption, attempts to increase physical inactivity at the population level have been essentially ineffective. Mr. Fenton has been working with communities around the country exploring policy and environmental changes to encourage more routine walking and bicycling, a promising approach to increasing physical activity levels. He will offer lessons learned and ideas regarding how we will turn the corner on physical inactivity in the coming decade.

11:30 a.m.- 12:00 noon

Closing Remarks

Marriott Ballroom

Presenter/Speaker

James S. Marks, MD, MPH

Centers for Disease Control and Prevention



ancillary meetings

Monday, February 16, 2004

Prevention Research Centers/Cancer Network

Jean Smith
Centers for Disease Control and Prevention

8:00 a.m. - 5:00 p.m.
Washington 2

Chronic Disease Directors

James H. Johnson
Chronic Disease Directors

8:00 a.m. - 6:00 p.m.
Washington 5

Tuesday, February 17, 2004

Communication and Dissemination Committee

Nancy G. Murray
Center for Health Promotion and Prevention Research

7:30 a.m. - 9:00 a.m.
Marriott Balcony C

Healthy Aging Research Network (HAN) Enviro Group Workshop

Gwen Moni
University of Washington

7:30 a.m. - 12:00 p.m.
Room 8226

Chronic Disease Directors Business Meeting*

Jayne Washam
Chronic Disease Directors

8:00 a.m. - 1:00 p.m.
Marriott Ballroom Salon 2

**ALL MEMBERS WELCOME!*

Prevention Research Centers

Jean Smith
Centers for Disease Control and Prevention

8:00 a.m. - 5:00 p.m.
Washington 5

Health Aging Research Network (HAN) Survey Group Workshop

Gwen Moni
University of Washington

9:00 a.m. - 12:30 p.m.
Thurgood Marshall

Healthy Aging Research Network (HAN)

Gwen Moni
University of Washington

9:00 a.m. - 9:30 p.m.
Washington 1

CVH Branch

Lynda Redman
Centers for Disease Control and Prevention

10:00 a.m. - 5:00 p.m.
Washington 2

Division of Nutrition and Physical Activity, NCCDPHP

Sarah Kuester
Centers for Disease Control and Prevention

12:00 p.m. - 5:00 p.m.
Washington 3

Tuesday, February 17, 2004 (continued)

Prevention Research Centers Sharrice White <i>Centers for Disease Control and Prevention</i>	1:00 p.m. - 3:00 p.m. Room 8226
CDC, Division of Adolescent and School Health* Jo Anne Grunbaum <i>Centers for Disease Control and Prevention</i> <i>*This session is limited to the Youth Risk Behavior Survey Coordinators and persons who analyze and report on Youth Risk Behavior Survey Data.</i>	1:00 p.m. - 4:00 p.m. Marriott Balcony D
CDD Council Leadership and Coordination Committee Justin Gonzales <i>Chronic Disease Directors</i>	1:30 p.m. - 3:00 p.m. Delaware B
Division of Diabetes Translation Jinan Saaddine <i>Centers for Disease Control and Prevention</i>	1:30 p.m. - 3:00 p.m. Marriott Balcony C
National Comprehensive Cancer Control Program (CDC) Nikki Hayes <i>Centers for Disease Control and Prevention</i>	2:30 p.m. - 5:30 p.m. Washington 6
Prevention Research Centers Sharrice White <i>Centers for Disease Control and Prevention</i>	3:30 p.m. - 5:30 p.m. Delaware A
CDD School Health Committee Justin Gonzales <i>Chronic Disease Directors</i>	4:00 p.m. - 6:00 p.m. Marriott Balcony D
CDD Osteoporosis Council Justin Gonzales <i>Chronic Disease Directors</i>	4:30 p.m. - 6:30 p.m. Delaware B
CDD Healthy Aging Initiative Committee Justin Gonzales <i>Chronic Disease Directors</i>	5:00 p.m. - 6:00 p.m. Eisenhower
PRC/State Health Departments Lilla Giles <i>Chronic Disease Directors</i>	5:30 p.m. - 6:30 p.m. Washington 2
Prevention Research Centers Jean Smith <i>Centers for Disease Control and Prevention</i>	6:00 p.m. - 8:30 p.m. Washington 6

Tuesday, February 17, 2004 (continued)

**CDC-Cardiovascular Health Branch and the
American Institutes for Health**
Dyann M. Matson-Koffman
Centers for Disease Control and Prevention

6:30 p.m. - 8:30 p.m.
Marriott Balcony C

Wednesday, February 18, 2004

Prevention Research Centers
Sharrice White
Centers for Disease Control and Prevention

6:30 a.m. - 8:15 a.m.
Delaware A

Legislative and Policy Committee
Lilla Giles
Chronic Disease Directors

7:00 a.m. - 8:00 a.m.
Virginia A

CDD Arthritis Council
Justin Gonzales
Chronic Disease Directors

7:00 a.m. - 8:00 a.m.
Delaware B

Prevention Research Centers Research Committee
Gilbert Quintero
University of Mexico

7:00 a.m. - 8:00 a.m.
Maryland A

CDD Women's Health Council
Justin Gonzales
Chronic Disease Directors

12:00 noon- 1:00 p.m.
Maryland C

New Millennium Congressional Luncheon
Lilla Giles
Chronic Disease Directors

12:00 noon- 1:30 p.m.
Nathan Hale

CDD New Millennium Group
Carlinda R. Nelson
Chronic Disease Directors

1:30 p.m. - 3:00 p.m.
Room 8206

CDD Diabetes Council
Justin Gonzales
Chronic Disease Directors

5:30 noon - 7:00 p.m.
Virginia B

Thursday, February 19, 2004

Tobacco Control Network Patricia McLean <i>Centers for Disease Control and Prevention</i>	6:30 a.m. - 8:30 a.m. Washington 1
CDD Past President's Breakfast James Johnson <i>Chronic Disease Directors</i>	7:00 a.m. - 8:00 a.m. Washington 3
NYC Department of Health and Mental Hygiene/NCHS Lorna Thorpe <i>NYC Department of Health and Mental Hygiene</i>	6:00 p.m. - 7:00 p.m. Maryland A
Science and Epi. Committee Lilla Giles <i>Chronic Disease Directors</i>	6:00 p.m. - 7:00 p.m. Maryland B
Prevention Research Centers Jean Smith <i>Centers for Disease Control and Prevention</i>	6:00 p.m. - 7:30 p.m. Maryland C
CDD/PRC School Health Committee Justin Gonzales <i>Chronic Disease Directors</i>	6:00 p.m. - 8:00 p.m. Delaware B
STEPPS Paul Siegel <i>Centers for Disease Control and Prevention</i>	6:00 p.m. - 8:00 p.m. Virginia A
CDD Physical Activity Committee Justin Gonzales <i>Chronic Disease Directors</i>	6:00 p.m. - 10:00 p.m. Virginia B
Partnership for Prevention Molly French <i>Partnership for Prevention</i>	6:00 p.m. - 10:00 p.m. Delaware A
CDD Cardiovascular Health Council Justin Gonzales <i>Chronic Disease Directors</i>	6:30 p.m. - 9:00 p.m. Virginia C
ASPH/PRC Post Doctoral Fellows Jean Smith <i>Centers for Disease Control and Prevention</i>	7:30 p.m. - 8:30 p.m. Delaware A

Friday, February 20, 2004

STEPPS

Paul Siegel
Centers for Disease Control and Prevention

7:00 a.m. - 8:00 a.m.
8206

Chronic Disease Board Directors Meeting

James Johnson
Chronic Disease Directors

7:00 a.m. - 8:00 a.m.
Marriott Ballroom D

Associate Member Campaign

Lilla Giles
Chronic Disease Directors

7:00 a.m. - 8:00 a.m.
Virginia B

End of Life Project

Lilla Giles
Chronic Disease Directors

12:00 p.m. - 3:00 a.m.
Virginia A

ancillary meetings



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